

OPTIONAL PRICES

WASHINGTON POST OCT 6, 1995

helping  
their inner  
had a no-  
espresso  
ow is the  
With  
ng all of  
s at the  
lebration  
e, we've  
standing  
ality cof-  
nt acces-  
need  
presso  
ines

the same measurements used in Starbucks stores. For your enjoyment, all of our machines are elegantly styled and easy to operate.

Once these machines were selected and refined, we asked the manufacturers for exclusivity and the lowest pricing available. That way, all of our customers can have access to the best machines at the best prices throughout the year. During *At Home With Espresso*, we've lowered the prices even more, making this the most enticing time of the year to

buy an espresso machine.

All of our espresso machines and coffee grinders have been thoroughly tested and all feature our exclusive

two-year limited warranty, a feature only the finest espresso machines can offer.

Whether you're preparing for a warm, espresso winter at home or looking for the perfect gift for someone who loves coffee, Starbucks expertise, exclusive selection, fine coffees and unbeatable prices will help you find your inner barista and discover perfection in every cup. Join us during *At Home With Espresso*.

## PROTEO ROMANZA™ \$239<sup>95</sup>

SAVE \$59

Introducing the classic *Proteo Romanza*—just in time for *At Home With Espresso*.

Our newest machine delivers authentic espresso, caffè latte, caffè mocha, cappuccino and more. The special portafilter is designed to deliver *crema* with every shot, no matter what the grind.

- Pump-driven extraction system
- All-metal housing
- 4 minutes of steaming power
- Stainless steel cup-warming tray
- Swiveling steam wand
- Commercial-sized portafilter
- Frothing-aid for quicker steaming
- Two-year limited warranty
- Available in black
- Regularly \$299



## PROTEO GRANDE™ \$189<sup>95</sup>

SAVE \$79

Designed and built to Starbucks most demanding specifications.

The *Proteo Grande* was developed exclusively for Starbucks to offer easy push-button operation, great steaming power and excellent affordability. Great at home or as a gift for people who love authentic Starbucks espresso.

- Pump-driven extraction system
- All-metal housing
- 5 minutes of steaming power
- 91 oz. removable water tank
- Stainless steel cup-warming tray
- Swiveling steam wand
- Commercial-sized portafilter
- Two-year limited warranty
- Available in white or cobalt blue
- Regularly \$269



## Magical Stoneware

Enjoy 12th Century Italian hand-painted designs. Colorful and reminiscent of classical times. Choose from Flora, Leaves, Geometric and Radiate designs.

Demi w/saucer \$12.95

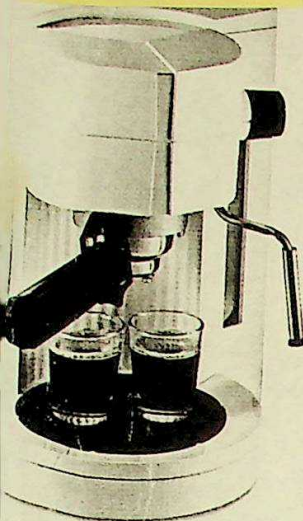
Cappuccino w/saucer \$19.95

Latte w/saucer \$21.95

Mug \$11.95



D7/309



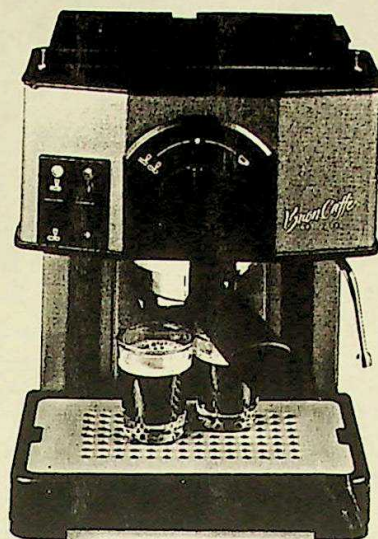
## BUON CAFFÈ™ 320

\$119<sup>95</sup>  
**SAVE \$49**

Our most affordable pump-driven machine.

This economical machine features a portafilter with a "perfect crema" insert for golden crema with every shot. The frothing attachment helps the home barista quickly and easily steam milk.

- Pump-driven extraction system
- 3 minutes of steaming power
- 32 oz. open water tank
- Portafilter with "perfect crema" insert
- Two-year limited warranty
- Available in black or white
- Regularly \$169



## BUON CAFFÈ™ 330

The perfect espresso...quick and so

The Thermoblock™ pump is the on the market, giving you a shot. This Italian-made machine is an authentic espresso beverage.

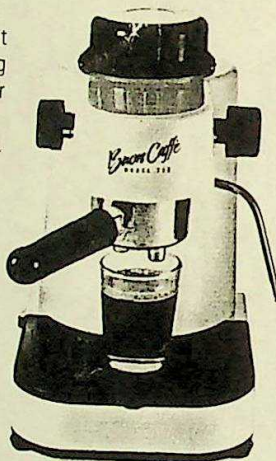
- Pump-driven extraction system
- 9 minutes of steaming power
- 48 oz. open water tank for quick
- Adjustable drip tray
- Two-year limited warranty
- Available in black
- Regularly \$199

## BUON CAFFÈ™ 110

\$39<sup>95</sup>  
**SAVE \$10**

Perfect introductory machine for emerging espresso lovers.

compact machine  
sleek design, excellent  
and a truly amazing  
outstanding gift for  
of all ages. Easy  
operate and maintain.  
pressure system  
steaming power  
water tank  
portafilter  
drip tray  
limited warranty  
white  
\$49.95



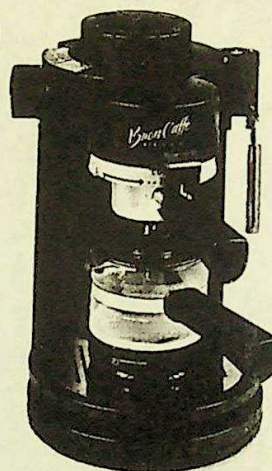
## BUON CAFFÈ™ 310

\$69<sup>95</sup>  
**SAVE \$20**

Step up to the rich, delicious taste of real home espresso.

This affordable machine incorporates a unique 3-way steam valve for a more complete extraction. It also features a frothing attachment to help you quickly create the delicious foam top that is essential to many espresso drinks.

- Steam pressure system
- Excellent steaming power
- 14 oz. closed water tank
- Measuring spoon, glass carafe
- Adjustable drip tray
- Two-year limited warranty
- Available in black or white
- Regularly \$89.95



1-800-7

Don't miss our prices. Visit us today to order the holiday season. Espresso. For TDD service call 1-

## BUON CAFFÈ™ 380 BURR GRINDER

\$89<sup>95</sup>  
**SAVE \$39**

Freshly ground coffee at the touch of a button.

This easy-adjusting grinder allows you to dial in the correct grind for espresso, drip, coffee press or any other style of brewing. Because it's a burr grinder, you'll always get a consistent grind.

- Two-year limited warranty
- Available in black
- Regularly \$129



## Buy a Machine and These Great Gifts Are Yours...Free

To help celebrate *At Home With Espresso*, Starbucks will send you home with a complimentary 1/2-pound of our famous Espresso Roast and a copy of our 96-page *Passion for Coffee* cookbook, filled with wonderful recipes and beautiful color photographs. This \$14.95 value is yours free with the purchase of any machine or burr grinder...but don't delay, this tasty offer goes away November 5th.





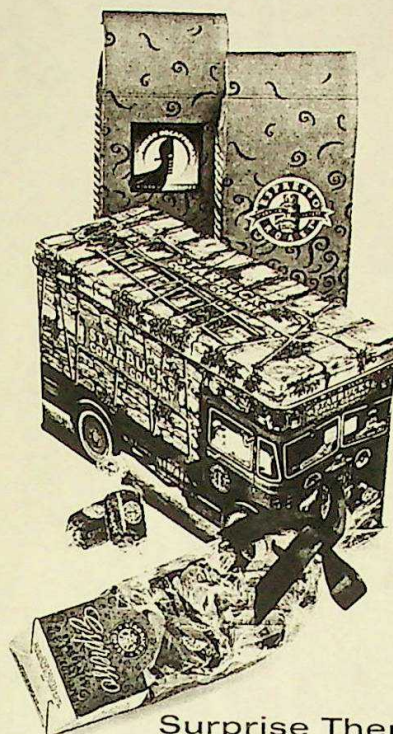
D7/309

WASHINGTON POST OCT 6, 1995

## STARBUCKS BARISTA TIP

"Fontana syrups and toppings are fun to experiment with. They're great for espresso drinks and Italian sodas. For a special treat, create a pink steamer for the kids. Just add a little raspberry syrup to your already steamed milk — the pink milk and foam is fun and the hot drink is tasty. Kids love it."

**Kim Sacks**  
Bethesda Starbucks  
Bethesda, Maryland



## Surprise Them with a Meltaway Tin

Our fun coffee truck tin arrives with a 1/2-lb. of Espresso Roast, 1/2-lb. of Decaf Espresso Roast and a 6-oz. bag of Espresso Meltaways chocolate.

**\$15.95**

VISIT YOUR  
STARBUCKS  
LOW  
ESPRESSO

### Washington

14th Street  
700 14th Street  
783-3048

1730 Pennsylvania  
Avenue NW  
393-1811

801 18th Street NW  
785-2024

Chevy Chase Circle  
5500 Connecticut Ave NW  
244-9705

Cleveland Park  
3420 Connecticut Ave NW  
966-8118

Dupont Circle  
1501 Connecticut Ave NW  
588-1280

Dupont North  
1700 Connecticut Ave NW  
232-6765

Dupont South  
1301 Connecticut Ave NW  
785-4728

Friendship Center  
3430 Wisconsin Ave NW  
537-6879

Georgetown  
1810 Wisconsin Ave NW  
298-6822

Liberty Place  
325 Seventh Street NW  
628-5044

New York Avenue  
1401 New York Ave NW  
637-9555

Spring Valley  
4820 Massachusetts NW  
686-3680

AT HOME



ESPRESSO

## Delicozzia™ Biscotti

The perfect accompaniment for espresso is available in Fiorentina™ (almond), Dolce Divino™ (chocolate with bitter-sweet chunks and almonds), or Mezza Mezza (swirled chocolate dipped in milk chocolate). 8 oz. per package.

Fiorentina **\$5.95**  
Dolce Divino **\$6.95**  
Mezza Mezza **\$6.95**



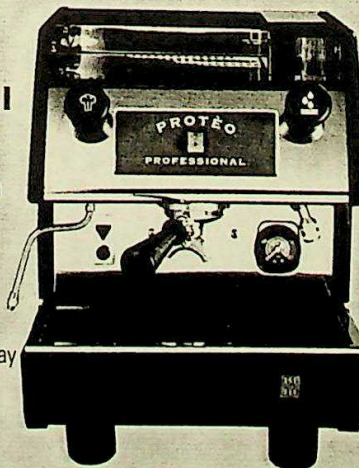
## ULTIMATE HOME ESPRESSO

Starbucks professional machines are designed for espresso lovers who demand the very best quality. For holiday entertaining or at the office, experience the ultimate in authentic espresso brewing with the Protèo Professional, or try one of our other professional machines or grinders, available by special order.

### Protèo™ Professional

**\$1,495 SAVE \$500**

- Pump-driven extraction system
- Continuous steaming power
- 98 oz. open water tank, or direct plumbing
- Commercial portafilter
- Stainless steel cup warming tray
- Two-year limited warranty
- Regularly \$1995



## Save 20% on Starbucks Logo Canisters

Display your passion for great coffee with Starbucks ceramic canisters. Available in green, blue or white.

2-lb. size Orig. \$19.95

1-lb. size Orig. \$29.95

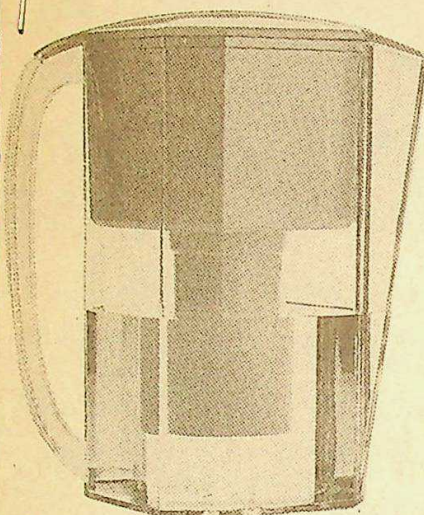
**1-800-**

For TDD service for the  
Mail-Order Hours: Monday  
Saturday and

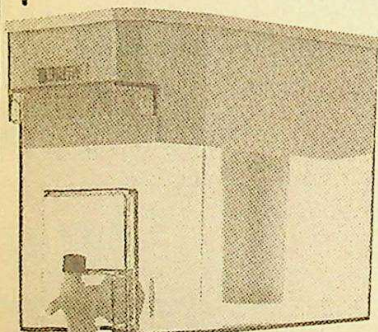


D7/309

# We Offer Everything You Need To Make Better Coffee. Including Better Water.



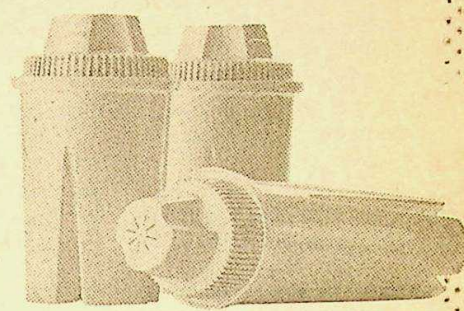
Brita Ultra II Water Filtering Pitcher.  
List \$24.99 **Sale \$19.99**



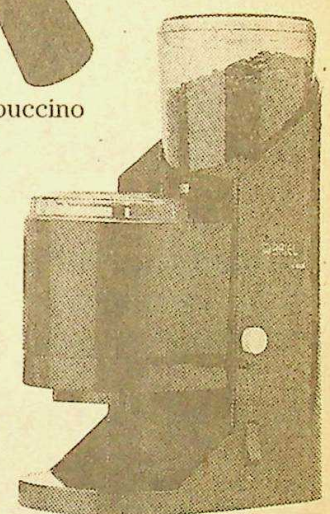
Brita Ultramax Water Filtering Dispenser, two-gallon capacity.  
List \$39.95 **Sale \$29.99**



Briel Lido Espresso/Cappuccino Machine, with high-pressure pump for real espresso.  
List \$129.95  
**Sale \$99.99**



Brita Replacement Filters, fit all Brita systems.  
One filter, \$7.99.  
Set of 3, \$19.99.



Briel Java Professional Grinder/Doser, with 15 variable grind settings.  
List \$99.95 **Sale \$89.99**

With its high-pressure pump, the Briel Lido makes authentic Italian espresso. With its revolutionary filter, the Brita Ultra II reduces chlorine taste and odor and removes 93% of lead and copper, for water worthy of the job. And you won't find either one for less than at Kitchen Bazaar. In fact, find a lower price anywhere, on anything we sell, and we'll match it. Guaranteed. And right now, get a free Dolce flavored-syrup set with any Briel espresso machine purchased. Also with purchase, get the Quick Froth cappuccino attachment (a \$29.95 value) for just an additional \$19.99.

## KITCHEN BAZAAR

10,000 THINGS FOR YOUR KITCHEN.

ion Centre at Pentagon City • The Mall at Columbia • Lakeforest Mall • The Galleria at Tysons II • Fair Oaks Mall • Seven Corners Center • 4401 Connecticut Ave. NW at Van Ness • Montgomery Mall • Annapolis Mall • St. Charles Towne C

The WASHINGTON POST WED. DEC 7, 1994



# We know you'll love our coffee. We know you'll love the free coffeemaker. We just don't know what color your kitchen is.

Let us welcome you to Gevalia® Kaffe with a beautiful, free coffeemaker in your choice of jet black or soft white. We invite you to enjoy the best of both worlds. The Old World pleasures of Gevalia Kaffe, and a beautiful, state-of-the-art coffeemaker to ensure your Gevalia is always brewed to perfection.

## AN OLD-FASHIONED COMMITMENT TO EXCELLENCE

From your first sip, you'll know why Gevalia Kaffe has delighted coffee connoisseurs for nearly a century and a half. It all began in



1853, in the tiny port of Gävle, Sweden. Here, Victor Th. Engvall established an import company dedicated to bringing the finest coffee the world had to offer to his fellow Swedes — Europe's most passionate coffee lovers.

Over the years, Engvall's descendants became obsessed with creating the perfect cup of coffee. Using the world's most prized Arabica beans from Africa, Indonesia and the Americas, generations of Engwalls roasted and blended, tasted and tested. They knew they had created a most magnificent blend when King Gustav V, delighted with their efforts, personally appointed Gevalia coffee purveyor to the Swedish Royal Court. A distinguished honor we proudly hold to this day.

## SHARE IN A SWEDISH OBSESSION

Now you can have the rich, distinctive taste of Gevalia conveniently delivered from our Swedish roastery right to your own home or office. Gevalia comes vacuum-sealed in half-pound foil pouches to preserve freshness, and is available in

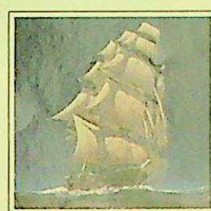
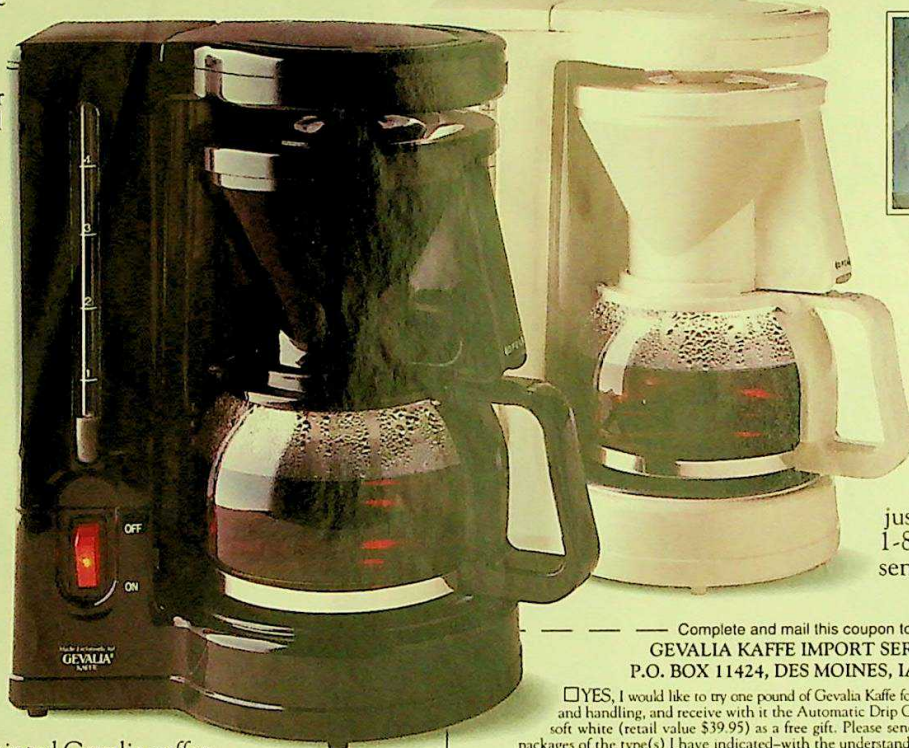
Traditional Roast or Naturally Decaffeinated, whole bean or ground. (Incidentally, our decaffeinated coffee is a special treat. We use the same natural elements that put effervescence in



sparkling water. The result is a full-flavor decaffeinated that doesn't taste like a compromise.)

## A TRULY REMARKABLE WELCOME GIFT

To make our offer even more enticing, we're happy to include a beautiful, 1 to 4 cup Automatic Drip Coffeemaker with your Trial Shipment. This European-style coffeemaker features an exclusive aroma lock system and high extraction filter cone that ensures you'll capture the full richness of your Gevalia Kaffe. This elegant, high-quality coffeemaker



(retail value \$39.95) is our gift and is yours free with absolutely no obligation.

To share in the pleasures of Gevalia Kaffe and receive your beautiful free coffeemaker, just call us at 1-800-678-2687, or send in the coupon.

Complete and mail this coupon to:  
GEVALIA KAFFE IMPORT SERVICE  
P.O. BOX 11424, DES MOINES, IA 50336

☐ YES, I would like to try one pound of Gevalia Kaffe for \$10.00, including shipping and handling, and receive with it the Automatic Drip Coffeemaker in jet black or soft white (retail value \$39.95) as a free gift. Please send Gevalia Kaffe—two ½ lb. packages of the type(s) I have indicated—with the understanding that I will continue to receive additional shipments of Gevalia approximately every six weeks. I understand that I may cancel this arrangement at any time after receiving my introductory shipment without obligation to accept further shipments. The Automatic Drip Coffeemaker is mine to keep regardless of my decision.

### Check One:

- A ☐ Traditional Roast Regular  
B ☐ Traditional Roast Decaffeinated  
C ☐ ½ lb. Traditional Roast Regular, ½ lb. Decaf.

### Check One:

- ☐ Whole Bean (1) ☐ Ground (2)  
Check Coffeemaker Color:  
☐ White (95) ☐ Black (96)

Charge my: ☐ MASTERCARD ☐ VISA ☐ AMERICAN EXPRESS ☐ DISCOVER CARD

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

CODE: 006-906644

Please sign here: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number (\_\_\_\_\_) \_\_\_\_\_

G · E · V · A · L · I · A · K · A · F · F · E



**HOW THIS SERVICE WORKS:** 1. You must find Gevalia Kaffe pleasing to your taste or you may send a postcard within 10 days after you receive your introductory supply telling us to cancel, and we will send you nothing further. The Automatic Drip Coffeemaker, in either black or white, is yours to keep in any case. 2. Otherwise, about one month after you receive your introductory package, you will receive your first standard shipment containing four packages (1/2 lb. each) of the type(s) you have indicated. Your standard shipment of 4 packages will be sent to you thereafter once every 6 weeks. 3. You will be billed \$4.25 for each package of regular Gevalia Kaffe and \$4.75 for each package of Decaffeinated. (Prices slightly higher for Canadian residents.) A shipping and handling charge will be added. 4. You agree to pay as soon as you receive each shipment. For those using credit cards, subsequent shipments will also be conveniently billed to your card. 5. The above prices are guaranteed not to rise through May 31, 1994. 6. You may change the quantities and type of Gevalia you want at any time, or cancel the arrangement and receive no further shipments simply by notifying us. 7. Limit one membership per household. 8. Offer is open to residents of the U.S. and now Canada. © 1994 Vict. Th. Engvall & Co.

MIRABELLA JAN 1994



Mirabella

# Beauty news



## SCENT ON A ROPE

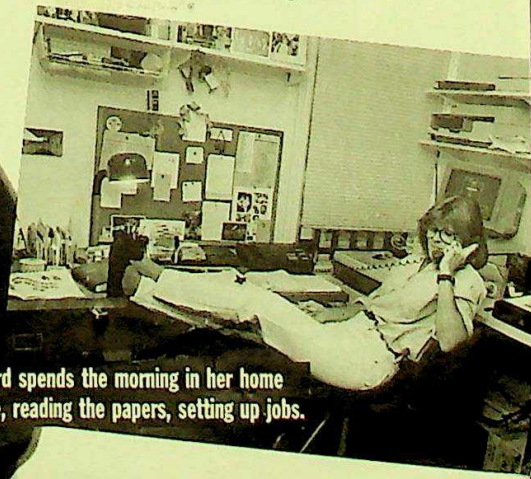
There's more than one way to wear a scent . . . Our favorite fragrance

pendants from left: Donna Karan's gold-filigree flaçon (to order, 800-647-7474), Penhaligon's Fabergé-inspired egg, Elsa Peretti's silver amphora and Annick Goutal's Gardenia Passion orb (to order, 800-695-7789).



## A DAY IN THE NIGHT

For most of us the end of the day means winding down. But for Mary Hilliard it's just the opposite: as a society and party photographer in New York City, Hilliard works four or five nights a week, sometimes covering several parties a night and usually not getting home until past midnight. But she doesn't spend her days sleeping. She gets up at 8 A.M., works in her home office, picks up film at photo labs and prepares for her evening. And she exercises: running, skiing and, of late, yoga. "Exercise has always given me more energy and helped me feel better; yoga has also given me upper-body strength I need to lug around my cameras."



Hilliard spends the morning in her home office, reading the papers, setting up jobs.



ESPRRESSO AUT. GANZ  
BESONDERE ART.

# KRUPS ESPRESSO MINI IM EDLEN METALLIC-DESIGN



## Krups Espresso mini *Special Edition*

Der kleine Espresso-Automat in exklusivem Metallic-Design. Für die schnelle, einfache Espresso- und Cappuccino-Zubereitung. Dampfdrucksystem. Sicherheitsventil. Dampfdüse zum Aufschäumen von Milch für echten Cappuccino. Fassungsvermögen: 2-4 Tassen. Glaskanne und Adapter zum direkten Einfüllen in 2 Tassen. Spezieller Filterverschluss zur Dampfenahme unabhängig von der Espresso-Zubereitung. Praktisches Kabelfach. Füllmenge: 240 ml. 800 Watt/220 Volt. Farbe: Silber-Metallic. **Art.-Nr. 988**. Krups Glaskrug als Ersatzbedarf (Art.-Nr. 027).

### Exklusive Fachhandelsausstattung:

Das hochwertige Metallic-Design.

7



D7/309

is exactly what one would expect of a kindly, catholic, and conscientious schoolmaster. One can't fault his mini discourses on feng shui or Fallingwater, but the analysis is always so, well, comfortable. Where Harbison measures the dimensions of fictive words, Rybczynski describes the houses famous authors lived in. Harbison offers a ride in a roaring Maserati through the lifting mists on a twisting alpine road. Rybczynski takes us for a leisurely Sunday drive to Grandmother's house in the family flivver.

The dissonance, on the other hand, comes from contemplating the particular object of Rybczynski's energies, the house described in the text and presented in a series of unlovely little sketches. Now, the universe may well be visible in a grain of sand to some, but most of us, trodding the beach, don't spot the cosmos. Invited to find fascination in Rybczynski's stimulating relationship to the shed he has built, we're given only his own fascination to be fascinated with. The homely little building, however homey, is something only a parent could love.

The month's picaresque prize must, however, surely go to Parisian Jean Baudrillard

and his latest book, *America* (Verso, \$24.95). Baudrillard is a picaresque hero in the most metropolitan incarnation: the philosophical *flâneur*. Picture Baudrillard, the great avatar of simulation, proponent of the idea that experience is growing ever more ersatz, tooling down the American superhigh-

*Rybczynski's homely little building is something only a parent could love*

way in his rented Buick as the satanic manufactories of mediated mendacity, from Madison Avenue to Hollywood, flash by on either side. Did a philosopher ever have greater incitement to find the *mot juste*?

Alas, he's not quite up to it in this brief work. The geography of Baudrillard's travels is too familiar, trod or driven by so many Europeans looking for themselves in the mirror of America, projecting their visions of

utopia on our yielding shores. But we are still dealing with Baudrillard, who is nothing if not an astute reader of the "affectless succession of signs" that signal the shifting shapes of this "primitive society of the future." Embedded in the hyperbolic torrent are plenty of gratifying and deadly accurate riffs: on Los Angeles (that El Dorado of European speculation), on Salt Lake City, on the desert, the movies, Ronald Reagan, automobiles, and much more. If Baudrillard isn't exactly the Postmodern Tocqueville we've been waiting for, his lambent insights seldom fail to amuse.

Finally, I'm pleased to note the publication of *Against Jole de Vivre* (Poseidon Press, \$18.95), a fine book of essays by Philip Lopate. A number of these deal with places and ways in which people live in the city (specifically, New York and Houston). His accounts of these intimate relations with the urban environment are finely nuanced and wise. His is a fine eye for the little rituals of propinquity that make up everybody's strategies of inhabitation. I especially like "Never Live above Your Landlord," with its reverberant, if chilling, bong of familiarity. ▲



### The Black & Decker Thermal Carafe Coffeemaker Seals In Heat and Freshness.

Unlike coffeemakers with a hot plate that burns off flavor, our Brew Thru System brews rich, delicious coffee directly into a thermal carafe. There, the insulation holds in heat. And freshness.

Our 40-oz. Thermal Carafe Coffeemaker also has the convenience of a clock/timer that lets you wake to fresh brewed coffee. And when the coffee is ready, it automatically shuts itself off.

If you'd like hours of just brewed coffee flavor, pick up the Black & Decker Thermal Carafe Coffeemaker. It's a lot better than staying with your old coffee-maker to the bitter end.

**BLACK & DECKER®**

## It Gives You Fresh Brewed Flavor Hours After Other Coffeemakers Leave You Bitter.

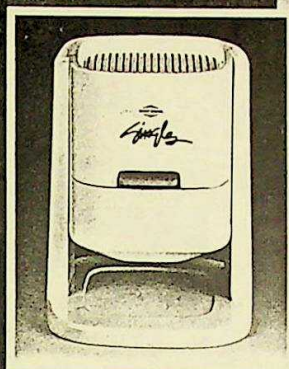


...and More

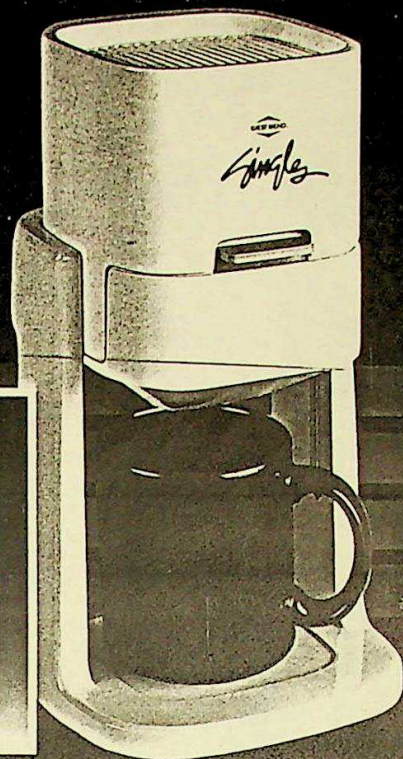
## *Singles*™ 1 CUP DRIP COFFEEMAKER

Specially designed for students and singles. Brews up to 12 oz. of rich, delicious coffee, enough for a large mug, in just a few minutes. Adjusts to three positions for filling small, medium or large cups. Includes a removable mesh filter.

D7-309



Top section lowers for compact storage.



## *grind* COFFEE GRINDER

Those who prefer the taste and quality of freshly-ground coffee will love the West Bend coffee grinder. It's compact, yet powerful to get the job done fast. Includes an ON/OFF control button for continuous or pulse action grinding. Grinds enough beans for 12 cups of coffee.



## *Travel Caddy*™ 2 CUP BEVERAGE MAKER

Heats water FAST for instant soups and beverages. Attach brew basket to cup, and it becomes a drip coffemaker complete with automatic shut-off. Includes spoon, brew basket, mesh filter and two storage containers nested inside two large cups. Fits in a handy travel bag with drawstring.



HFD

JAN 16, 1989

INSERT

PAGE 4

**WEST BEND®**

products of THE WEST BEND COMPANY, West Bend, WI 53095

Printed in U.S.A.

© 1988 The West Bend Company



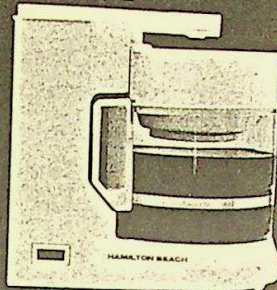
another copy in D7/300



# HAMILTON BEACH

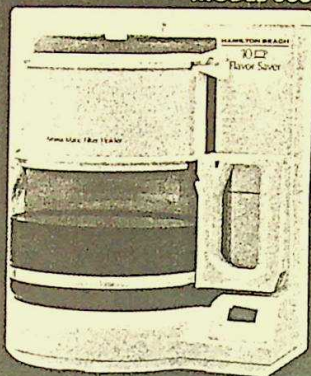
## *Brewing Success!*

MODEL 792



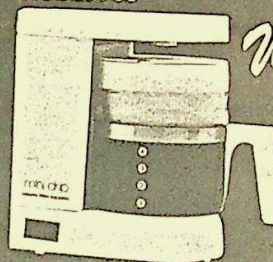
*With Price!*

MODEL 805



*With Style!*

MODEL 788



*With Profits!*

*With Features!*

MODEL 807



JAN. 16, 1989

PAGE 121

HFD



Hamilton Beach is "brewing success" with a complete line of quality drip coffeemakers with features and styling designed to fit the needs of every consumer.

And, Hamilton Beach has aggressive merchandising programs, all designed to BREW SUCCESS.

**Hamilton Beach Inc.**  
A Glen Dimplex Company



# Host of housewares debuts at N.Y. shows

NEW YORK — The Big Apple was bustling with activity Oct. 29 through Nov. 2 as retail buyers and executives flocked here for concurrent events.

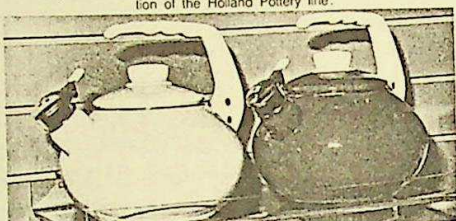
The New York Tabletop & Accessories Show filled showrooms at 41 Madison Avenue and 225 Fifth Avenue, as well as other venues. Meanwhile, across town at the Jacob Javits Center,

the New York Gourmet Shows, sponsored by George Little Management, gave buyers an opportunity to nibble on tasty tidbits and feast their eyes on gourmet appliances and accessories.

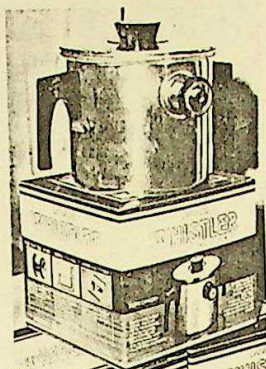
Below are photographs of the housewares products that were on display.



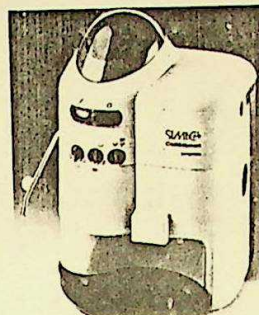
Loroman Co. Inc., a division of Abbott, introduces its first line of porcelain-on-steel cookware. Loroman has exclusive distribution of the Holland Pottery line.



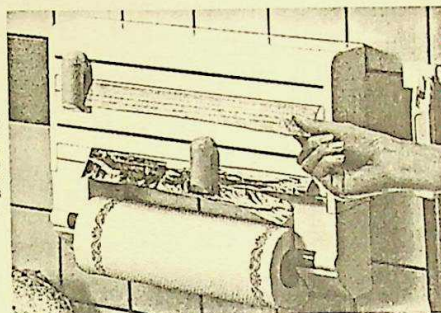
Aurega, Robinson Knite's new line of enamel-on-steel teakettles, are presented in six colors. Each kettle has a suggested retail price of \$25.



The VIP Whistler, an all-in-one double boiler, was unveiled earlier this year.



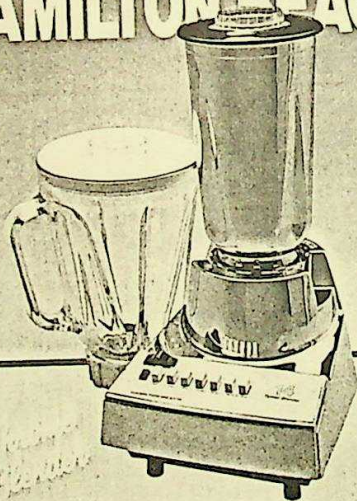
The Caffe Simac Program espresso/cappuccino maker automatically does everything from grinding beans to disposing of them once coffee is brewed. The cycle can be repeated 50 times before reloading. Suggested retail is \$1,000.



Leifheit Sales, a division of SJ International Corp., unveils an item from Leifheit, the "Perfect" Kitchen Roll Holder.

HFD  
PAGE 68  
11-4-88

## HAMILTON BEACH



### 554 CK CHROME BLENDER

Quality. For over 75 years, Hamilton Beach has stood for innovation, superb performance and unsurpassed dependability — qualities you expect in a leader.

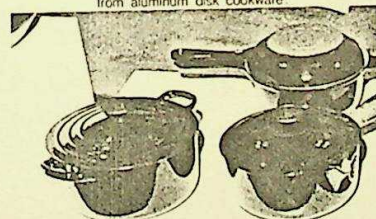
When you choose a Hamilton Beach product, you are assured of quality craftsmanship and operation that set the standard for excellence. Judge for yourself. The 554 Chrome Blender. Sleek design, exceptionally versatile.

Quality For Over 75 Years

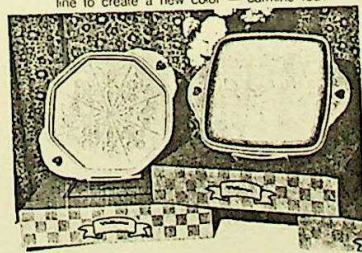
**Hamilton Beach Inc.**  
A Glen Dimplex Company



Corning Glass Work's department store division presents Revere Ware's new packaging, which clearly differentiates its copper bottom from aluminum disk cookware.



Le Creuset introduces two colors in its cookware line. After discontinuing both its shiny black and cherry red lines, the company reintroduces the black line and redesigned the red line to create a new color — carmine red.



Hil Design Inc. introduces its shortbread pans, carrying a suggested retail price of \$24, earlier this year.



sewares

11/14/88 HFD

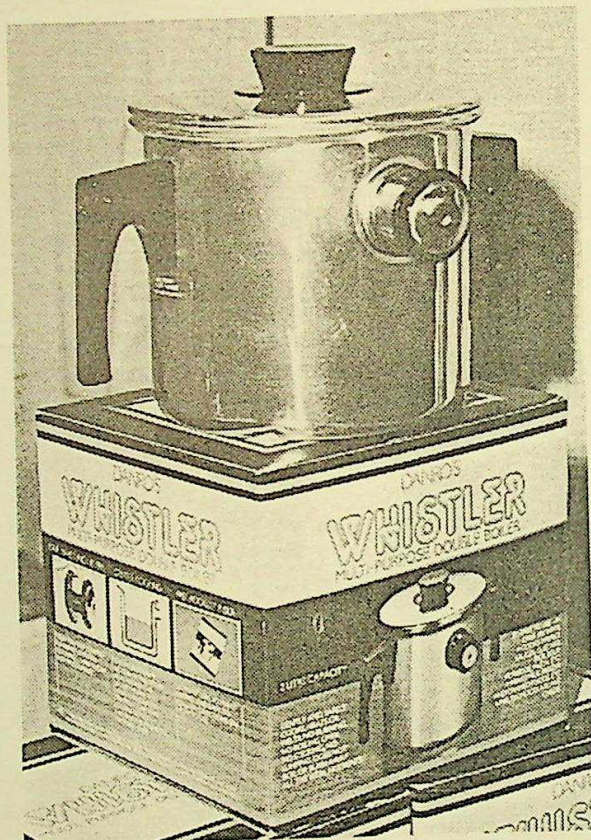
# sewares debuts at N.Y. shows

k Gourmet Shows,  
George Little Man-  
ve buyers an op-  
nibble on tasty tid-  
ast their eyes on  
pliances and ac-

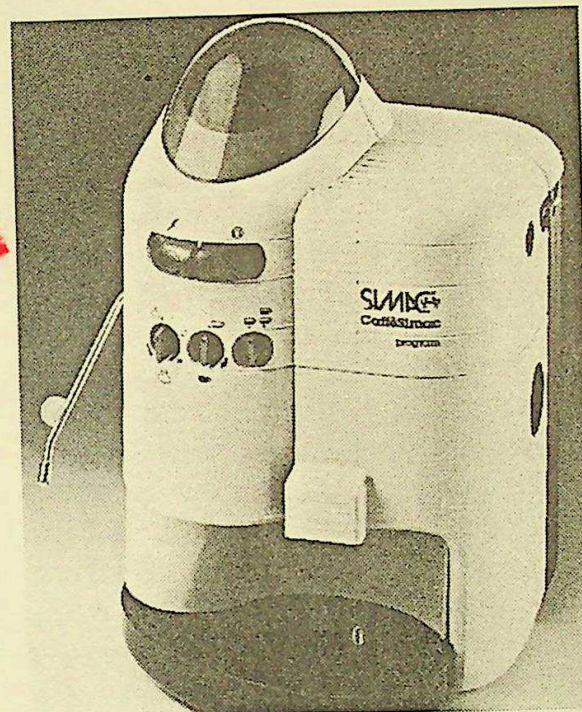
photographs of the  
products that were



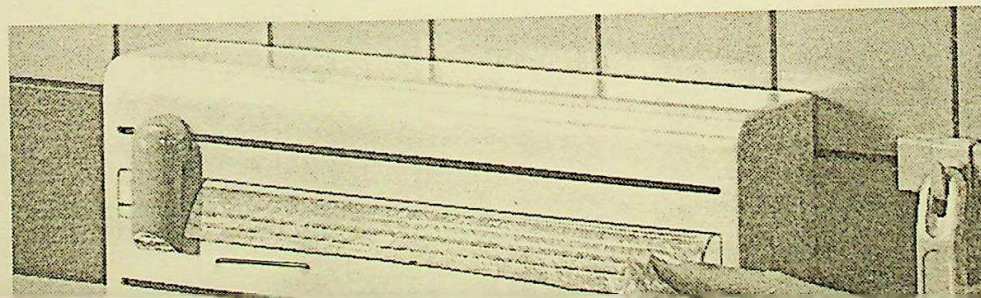
duces its first line  
exclusive distribu-



The VIP Whistler, an all-in-one double boiler, was unveiled earlier this year.



The Caffe Simac Program espresso/cappuccino maker automatically does everything from grinding beans to disposing of them once coffee is brewed. The cycle can be repeated 50 times before reloading. Suggested retail is \$1,000.



Leifheit Sales, a

HFD

PAGE 68

11-4-88

D7-309



D7-309

# TURN DESERVES ANOTHER

Turn heads and sales with the newest from Conair Cuisine



Remember how good the original line of Conair Cuisine appliances was for business?

Well, Conair believes one good turn deserves another. So now we've created the Conair Cuisine Ultra Series to make your sales turn faster than ever with something for every one of your customers.

The Conair Cuisine Ultra Series caters to your upscale customers who are very down-to-earth about budgets. It provides them with a necessary workforce of precision designed kitchen appliances. Each is built for top performance and convenience. All are tastefully designed with superior quality and a generous dash of ingenuity.

The Conair Cuisine Ultra Series guaranteed to turn heads and sales.

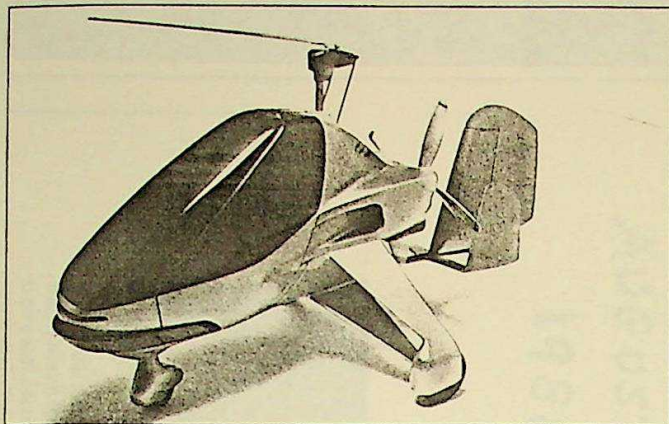
SEPT 26, 1988  
PAGE 103

HFD

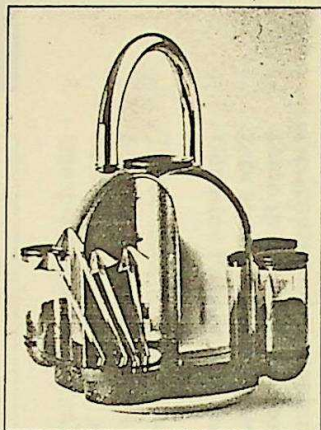
**CONAIR**  
**CUISINE**  
*Ultra Series*



D7-309



Some of the best presented work at the *Young Designers of Europe* exhibition came from Napier Polytechnic of Edinburgh and the Dutch Delft University of Technology. (Above) model of an autogiro designed by Napier student Nicholas Talbot and (right) an after dinner coffee maker by Saskia Dingelstad of Delft



DESIGN  
476

PAGE 48

AUGUST,  
1988

## Scots Can-Can

A European Society for Design Education was set up in Glasgow earlier this year, kicked off by the first exhibition and conference to bring together design colleges from each country in the EEC. Caroline Palmer reports

The *Young Designers of Europe* exhibition did not get off to a very auspicious start. The exhibits, showing the work of 80 students from all 12 EEC countries, arrived without English translations.

A lecturer from a Dutch college remarked: 'Why bother with translations, when no entrepreneurs or industrialists are going to go out of their way to visit this show.'

The Design Centre in the heart of Glasgow is not everyone's idea of the middle of nowhere and there were some representatives from the commercial world attending the conference, at the University of Strathclyde and linked to the show - Robert Blach, head of industrial design at Philips, gave a keynote address to the conference and there were delegates from Kenwood and Electrolux.

The initiative for both events came from the Committee for European Community Cultural Co-operation

in Scotland, with funding from the EEC and sponsorship from international business, the Scottish Development Agency and the European Cultural Foundation.

In the event, the exhibition took second place to the conference. Yet while its presentation was haphazard it gave a fascinating opportunity to view the diverse standards and approach between design schools of different countries.

The whole project, in fact, was conceived to bring together academics from different countries, with totally different experiences of design teaching, to exchange ideas and, according to the organiser of the event Alec Barron 'We hope to set up a European Society for Design Education to establish and develop the role of providing opportunities for the exchange of views for professionals on every aspect of post-school design education'. This should result in each country taking its turn to host a conference as well as encouraging more lecturer exchanges.

'It does academics good to see each other's work and learn from each other. People from the Domus Academy, for example, think they are the beginning and end in design education, maybe these events will show them otherwise,' says Barron ■

Bute Fabrics took design students and established designers and transplanted them in the wilds of Scotland to talk about design and work. Caroline Palmer was there

The 25 students from several Scottish art colleges looked slightly bemused at finding themselves transplanted into the rural

splendour of Culzean Castle on the west coast of Scotland, wined and dined in style, being presented to a host of established designers, who they were told were there to help them, and generally treated like very important people with important skills to contribute.

All this was recently laid on by Bute Fabrics at its third design workshop. And while the company's

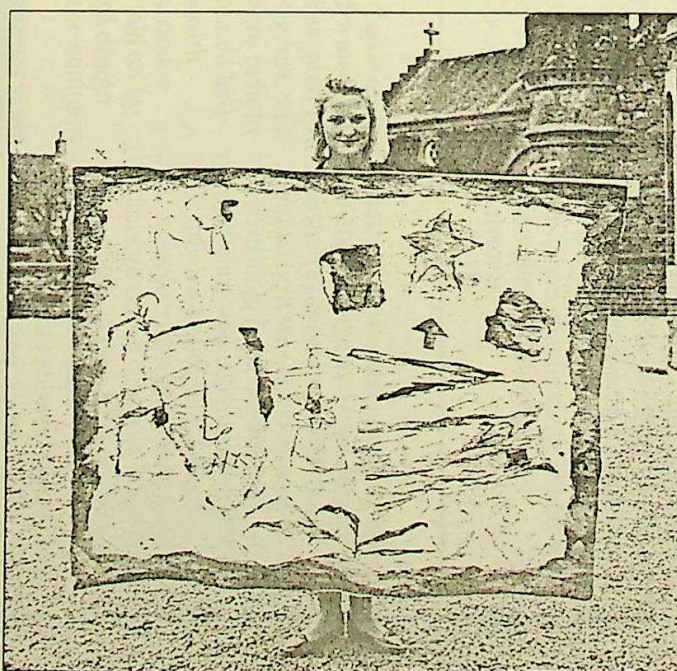
stated aim was the encouragement of good design as a vital component in the regeneration of British industry, it was obvious, and refreshing, from the way the workshop was organised, that it was as much a salute and reward to some selected talents that Bute had plucked out of Glasgow, Edinburgh, Aberdeen, Galashiels and Dundee for a couple of days.

The students showed their work, all vibrancy and colour, in the rustic and rather surreal surroundings of a converted barn in the castle grounds. The job of the invited designers was to discuss the work with each student in turn in between taking part in more formal but open ended group discussions. The work was from a variety of design disciplines, including fabric, furniture, jewellery and interiors and the invited designers were equally diverse. They included Wolfgang Muller-Deisig, whose work includes the Sensor chair for Steelcase and Jane Priestman, director of architecture, design and the environment for British Rail.

The standard of student work was extremely high, and if nothing else was achieved the designers helped to encourage some of the students not to be frightened to approach industry when they leave college in the summer - a perhaps small but nevertheless important achievement ■



Two of the students chosen by Bute Fabrics for the five-star treatment: Susan Mowatt from Edinburgh College of Art (right) holding her tapestry and (above) woven fabric by Aneeta Sashan of the Scottish College of Textiles





Some of the best presented work at the *Young Designers of Europe* exhibition came from Napier Polytechnic of Edinburgh and the Dutch Delft University of Technology.

(Above) model of an autogiro designed by Napier student Nicholas Talbot and (right) an after dinner coffee maker by Saskia Dingelstad of Delft



DESIGN  
476

without English translations.

A lecturer from a Dutch college remarked: 'Why bother with translations, when no entrepreneurs or industrialists are going to go out of their way to visit this show.'

The Design Centre in the heart of Glasgow is not everyone's idea of the middle of nowhere and there were some representatives from the commercial world attending the conference, at the University of Strathclyde and linked to the show – Robert Blaich, head of industrial design at Philips, gave a keynote address to the conference and there were delegates from Kenwood and Electrolux.

The initiative for both events came from the Committee for European Community Cultural Co-operation

design teaching, to exchange ideas and, according to the organiser of the event Alec Barron 'We hope to set up a European Society for Design Education to establish and develop the role of providing opportunities for the exchange of views for professionals on every aspect of post-school design education'. This should result in each country taking its turn to host a conference as well as encouraging more lecturer exchanges.

'It does academics good to see each other's work and learn from each other. People from the Domus Academy, for example, think they are the beginning and end in design education, maybe these events will show them otherwise,' says Barron ■

PAGE 48

AUGUST,  
1988

**Bute Fabrics took design students and established designers and transplanted them in the wilds of Scotland to talk about design and work. Caroline Palmer was there**

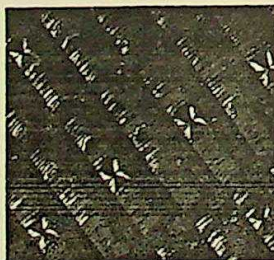
The 25 students from several Scottish art colleges looked slightly bemused at finding themselves transplanted into the rural

splendour of Culzean Castle on the west coast of Scotland, wined and dined in style, being presented to a host of established designers, who they were told were there to help them, and generally treated like very important people with important skills to contribute.

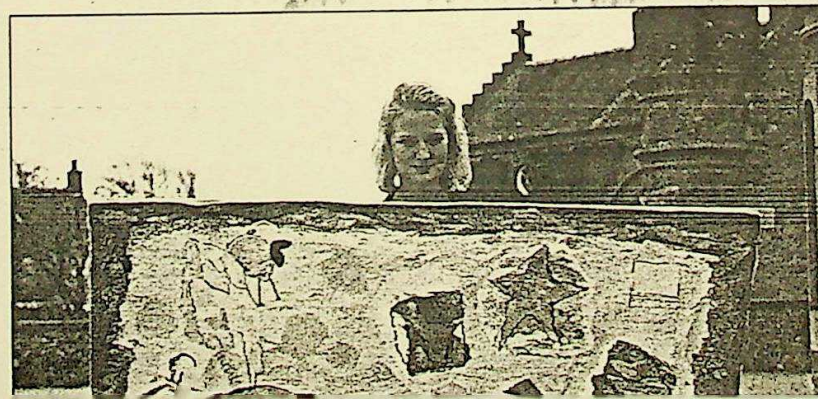
All this was recently laid on by Bute Fabrics at its third design workshop. And while the company's

stated aim was the encouragement of good design as a vital component in the regeneration of British industry, it was obvious, and refreshing, from the way the workshop was organised, that it was as much a salute and reward to some selected talents that Bute had plucked out of Glasgow, Edinburgh, Aberdeen, Galashiels and Dundee for a couple of days.

The students showed their work, all vibrancy and colour, in the rustic and rather surreal surroundings of a converted barn in the castle grounds. The job of the invited designers was to discuss the work with each student in turn in between taking part in more formal but open ended group discussions. The work was from a variety of design disciplines, including fabric, furniture, jewellery and interiors and the invited designers were equally diverse. They included



Two of the students chosen by Bute Fabrics for the five-star treatment: Susan Mowatt from Edinburgh College of Art



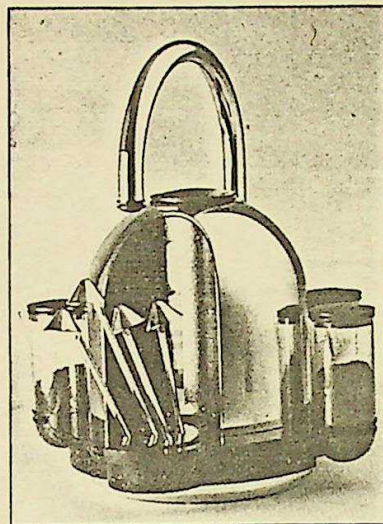
D7-309



Some of the best presented work at the *Young Designers of Europe* exhibition came from Napier Polytechnic of Edinburgh and the Dutch Delft University of Technology.

(Above) model of an autogiro designed by Napier student Nicholas Talbot and (right) an after dinner coffee maker by Saskia Dingelstad of Delft

DESIGN  
476



from all 12 EEC countries, arrived without English translations.

A lecturer from a Dutch college remarked: 'Why bother with translations, when no entrepreneurs or industrialists are going to go out of their way to visit this show.'

The Design Centre in the heart of Glasgow is not everyone's idea of the middle of nowhere and there were some representatives from the commercial world attending the conference, at the University of Strathclyde and linked to the show – Robert Blaich, head of industrial design at Philips, gave a keynote address to the conference and there were delegates from Kenwood and Electrolux.

The initiative for both events came from the Committee for European Community Cultural Co-operation

design teaching, to exchange ideas and, according to the organiser of the event Alec Barron 'We hope to set up a European Society for Design Education to establish and develop the role of providing opportunities for the exchange of views for professionals on every aspect of post-school design education'. This should result in each country taking its turn to host a conference as well as encouraging more lecturer exchanges.

'It does academics good to see each other's work and learn from each other. People from the Domus Academy, for example, think they are the beginning and end in design education, maybe these events will show them otherwise,' says Barron ■

PAGE 48

AUGUST,  
1988

**Bute Fabrics took design students and established designers and transplanted them in the wilds of Scotland to talk about design and work. Caroline Palmer was there**

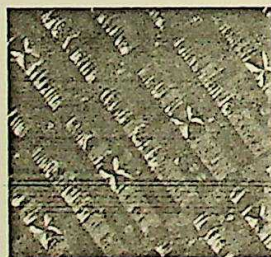
The 25 students from several Scottish art colleges looked slightly bemused at finding themselves transplanted into the rural

splendour of Culzean Castle on the west coast of Scotland, wined and dined in style, being presented to a host of established designers, who they were told were there to help them, and generally treated like very important people with important skills to contribute.

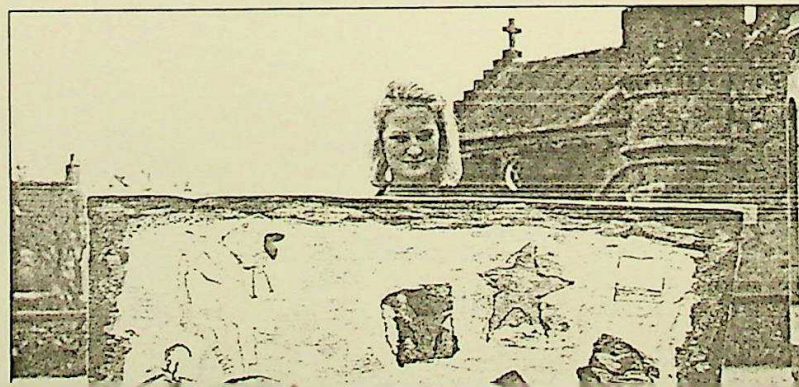
All this was recently laid on by Bute Fabrics at its third design workshop. And while the company's

stated aim was the encouragement of good design as a vital component in the regeneration of British industry, it was obvious, and refreshing, from the way the workshop was organised, that it was as much a salute and reward to some selected talents that Bute had plucked out of Glasgow, Edinburgh, Aberdeen, Galashiels and Dundee for a couple of days.

The students showed their work, all vibrancy and colour, in the rustic and rather surreal surroundings of a converted barn in the castle grounds. The job of the invited designers was to discuss the work with each student in turn in between taking part in more formal but open ended group discussions. The work was from a variety of design disciplines, including fabric, furniture, jewellery and interiors and the invited designers were equally diverse. They included



Two of the students chosen by Bute Fabrics for the five-star treatment: Susan Mowatt from Edinburgh College of Art







**CALGARY BOUND:** Brian Murphy (right), General Foods Corp., congratulates Charles and Barbara Brinkmann, ARAMCO Coffee (Springfield, MA) on winning an all-expense-paid week in scenic Calgary, Alberta, Canada. The prize was awarded for correctly guessing the number of coffee beans in a glass container at the General Foods exhibit at the annual National Coffee Service Association convention; the contest was called "Beantown Bean Count". General Foods also conducted a program under which convention-goers could get a photo (like this one), as well as a press release and picture for dispatch to hometown newspapers, as part of the firm's support of NCSA's public relations activities. This service got under way, and "Beantown" prizes were awarded, at a festive reception on the second evening of the convention.

## NCSA CONVENTION

### Public Relations Workshop Details OCS Operator Strategy And Tactics For Building Perception And Sales

BOSTON, Mass.—"This industry is growing up," said Brad Bachtelle, Bachtelle & Associates (Santa Ana, Calif.) "We wouldn't have had a public relations program on the agenda ten years ago."

Bachtelle presented an in-depth look at the growing importance of effective public relations for coffee service operators at a seminar on the first day of the National Coffee Service Association annual convention here. Themed

"Company Public Relations Spells Profits," the session was sponsored by General Foods Corp.

He introduced Robert Louis Stephenson, Coffee Break Service (Fresno, Calif.), chairman of NCSA's Public Relations Committee, who provided an update on the association's ongoing public relations activities. He reported that NCSA is now working with the public relations firm of Stratton & Peterson, the producers of the association's revised *Management Manual*, and has been fortunate in obtaining the sponsorship of General Foods. "They gave us a free hand, and associated us with a lot of fine people," he explained.

Bachtelle opened the formal portion of the seminar by observing that its objectives were to remove the "mystique" associated with the concept of public relations, by providing concrete working definitions; to present an overview of the opportunities; to detail the interaction between public relations and other company functions; and to introduce the tools already available to NCSA members for use in public relations programs, as well as to suggest some future directions.

#### COMMUNICATIONS COMPONENT

"What is public relations? It's a market communications vehicle," the OCS industry veteran said. "It's often discussed as a 'stand-alone' topic, but it is more properly seen as a component of ongoing business activities and a company's image development."

"Public relations is underutilized by most companies, and most industries," Bachtelle added.

"Public relations has been defined as 'the business of fostering public goodwill toward a person, a firm, or an institution'; publicity, as 'information or action that brings the attention of the public to a person, place, or thing'." In the specific context of an OCS-type business, the speaker suggested, a useful way to look at public relations is as a method for connecting with the media and the public without needing to pay for the exposure—which is what differentiates public relations from advertising.

Properly viewed, public relations and advertising are two of three techniques available for building recognition and image. The third is operational communications, Bachtelle explained.

"How important is your market image? Remember that, from the client's viewpoint, you are your market image," the speaker emphasized. A firm's "corporate image" is the summation of market perceptions that have been developed, over time, on the basis of all its communications.

"A company's image is a sort of 'umbrella' perception; it generates consistency expectations, and impacts the sales relationship," Bachtelle pointed

(Continued on Page 22)

# W

## NCSA ON W

FAIRFAX, issue we all of the coffee Vogue Coffee Ill.), chairman fee Service Writing 1 NCSA's mel Brewing, Je coffee service States and C in the polic that affect both countries

### CDG Hon Blum Fo On Indu

WASHINGTON Development Force has Stephenson (Fresno, Calif) Break Coffee for their ded industry.

Stephenson man of the served for in the Task.

Current Johnson, I (Pittsburgh), dustry veter in the success grams," and them from

The OCS dustry lead and expert generic coltional progr

The Coff non-profit o Promotion I fee Organiz mote coffee States by in

### Thomas At John

LOUISV Coffee Co. and Nick M within the

Thomas Louisville he will su maintenance headquarter tion was fo

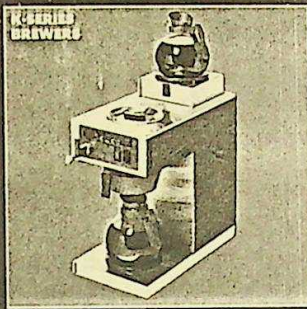
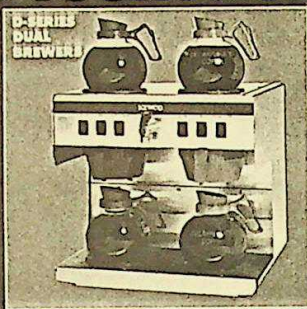
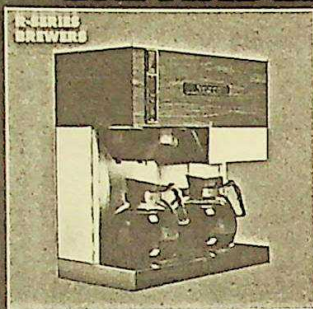
Thomas and serve to acceptin Nichols

gourmet r cluding the Oxmoor C (Louisville Coffee M headquar and the ce at U. of L.

Nichols 1985, and ment post The jo

services o fice acco The firm tains its junction

## THE COMPANY THAT EXPANDED YOUR PRODUCT LINE...



## JUST EXPANDED YOUR PROSPECT LIST. INTRODUCING THE NEW MINI SERIES FROM NEWCO.



HT-20 THERMOS BREWER



H-20 IN-ROOM BREWER



HL-20 THERMAL SERVER

Line up those big hotel and restaurant accounts with these three little brewers from Newco. Our new "Mini Series" brewers offer maximum convenience and cost-effectiveness for your customers... plus maximum selection and service for you.

For more information about the "Mini Series" and other innovative brewing systems, contact your Newco representative, or call Newco toll-free at 1-800-925-7867.

VENDING TIMES

NEWCO

Newco Enterprises, Inc. 1733 SOUTH RIVER ROAD • P.O. BOX 832 • ST. CHARLES, MISSOURI 63301

AUG. 1988

PAGE 18



BACHTELLE



STEPHENSON

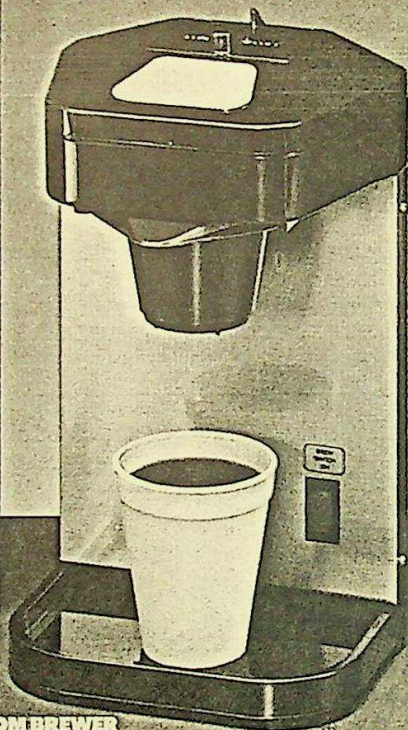


# JUST EXPANDED YOUR PROSPECT LIST. INTRODUCING THE NEW MINI SERIES FROM NEWCO.

D7-309



HT-20  
THERMOS BREWER



H-25  
IN-ROOM BREWER



HS-25  
THERMAL SERVER

Line up those big hotel and restaurant accounts with these three little brewers from Newco. Our new "Mini Series" brewers offer maximum convenience and cost-effectiveness for your customers... plus maximum selection and service for you.

For more information about the "Mini Series" and other innovative brewing systems, contact your Newco representative, or call Newco toll-free at 1-800-325-7867.

**VENDING TIMES**

**NEWCO**

NEWCO ENTERPRISES, INC. • 1725 SOUTH RIVER ROAD • P.O. BOX 252 • ST. CHARLES, MISSOURI 63302

AUG. 1988

PAGE 18

discussed as a 'stand-alone' topic, but it is more properly seen as a component of ongoing business activities and a company's image development.

"Public relations is underutilized by most companies, and most industries," Bachtelle added.

Public relations has been defined as "the business of fostering public goodwill toward a person, a firm, or an institution"; publicity, as "information or action that brings the attention of the public to a person, place, or thing". In the specific context of an OCS-type business, the speaker suggested, a useful way to look at public relations is as a method for connecting with the media and the public without needing to pay for the exposure—which is what differentiates public relations from advertising.

Properly viewed, public relations and advertising are two of three techniques available for building recognition and image. The third is operational communications, Bachtelle explained.

"How important is your market image? Remember that, from the client's viewpoint, you *are* your market image," the speaker emphasized. A firm's "corporate image" is the summation of market perceptions that have been developed, over time, on the basis of all its communications.

"A company's image is a sort of 'umbrella' perception; it generates consistency expectations, and impacts the sales relationship," Bachtelle pointed

(Continued on Page 22)



BACHTELLE



STEPHENSON

man of five years served for five years in the Task Force. Current Task Force Johnson, Executive (Pittsburgh, Pennsylvania) industry veterans and in the success of programs," and noted them from the end. The OCS Task Force industry leaders and expertise for generic coffee educational programs for The Coffee Development non-profit organization Promotion Fund Coffee Organization. mote coffee consumption States by improving

**Thomas, N**  
**At john co**

LOUISVILLE Coffee Co. has purchased and Nick Nichols within the organization

Thomas be Louisville coffee he will supervise maintenance per headquarters of tion was former

Thomas joined and served as vice to accepting his

Nichols is a gourmet retail, including the John Oxmoor Center (Louisville shop) Coffee Museum headquarters of and the college at U. of L., U. of

Nichols joined 1985, and has held ment posts with

The John Co. services over 30 office accounts. The firm roasts and maintains its unique junction with



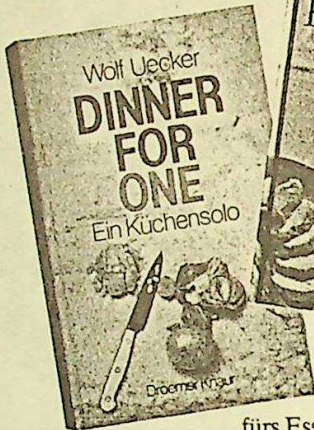
D 7-309

# WAS, WO, WIE TEUER? FÜR MINIKÜCHEN

Praktisches und Dekoratives für  
Wohnung, Haus und Garten.  
Preise sind unverbindlich

**29,80 Mark**

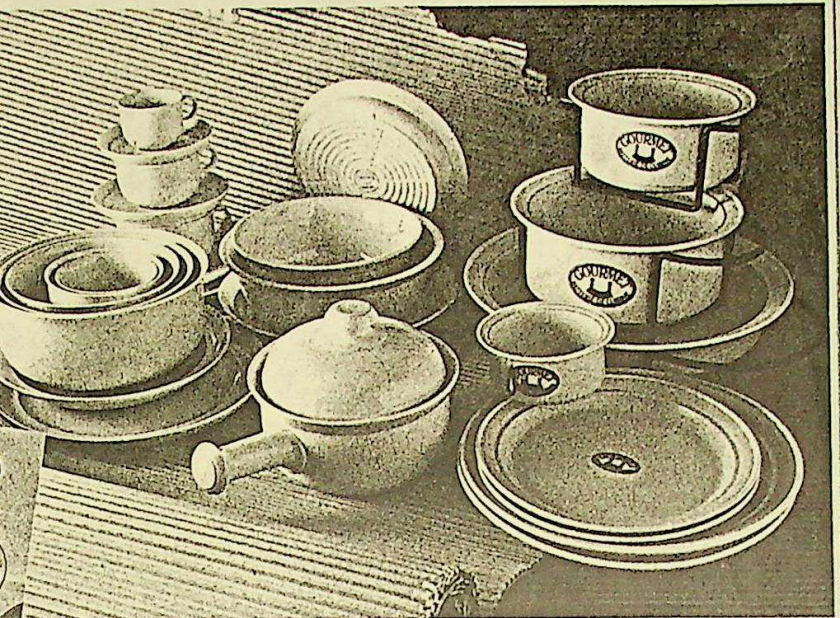
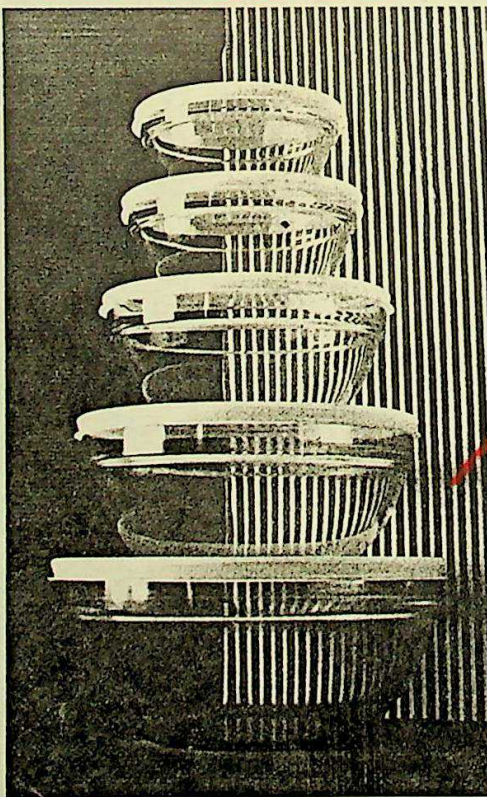
Schnelles für Singles  
von Wolf Uecker,  
Droemer Knaur Verlag



**29,80 Mark**

Raffinierte Rezepte  
fürs Essen zu zweit von  
Inge Schiermann, Mosaik Verlag

## SCHÖNER WOHNEN



**Ab 14 Mark**

Vom Herd direkt auf  
den Tisch: Diese Geschirre sind vielseitig und sparen Platz,  
weil sie sich stapeln lassen. »Hot set« und »Single set« von  
Arzberg (links), »Gourmet« über Granny Versand, Große Horst 33,  
2000 Hamburg 63. Alle Teile sind einzeln erhältlich

JULY, 1988

PAGE 67

**139 Mark**

»Espresso duo« – Kaffee für  
zwei, direkt in die Tasse. Schäumt  
auch Milch für den Cappuccino auf. Philips



**159 Mark**

2 bis 4 Tassen  
Espresso oder Cappuccino  
kocht die »Espresso  
mini« von Krups

**24,50 Mark**

5 Glasschüsseln, die mit  
weißem Kunststoffdeckel  
verschlossen werden  
können. Pro Idee Versand,  
Gut-Dämme-Str. 4,  
5100 Aachen

**72 und 96 Mark**

»Carmencita«, die kleine  
Kanne, gibt es in vier Größen. IDC,  
Auf den Steinen 27, 4005 Meerbusch.  
Die Espresso-Thermokanne hat  
ein abnehmbares Kannenteil.  
awb, 7151 Burgstetten



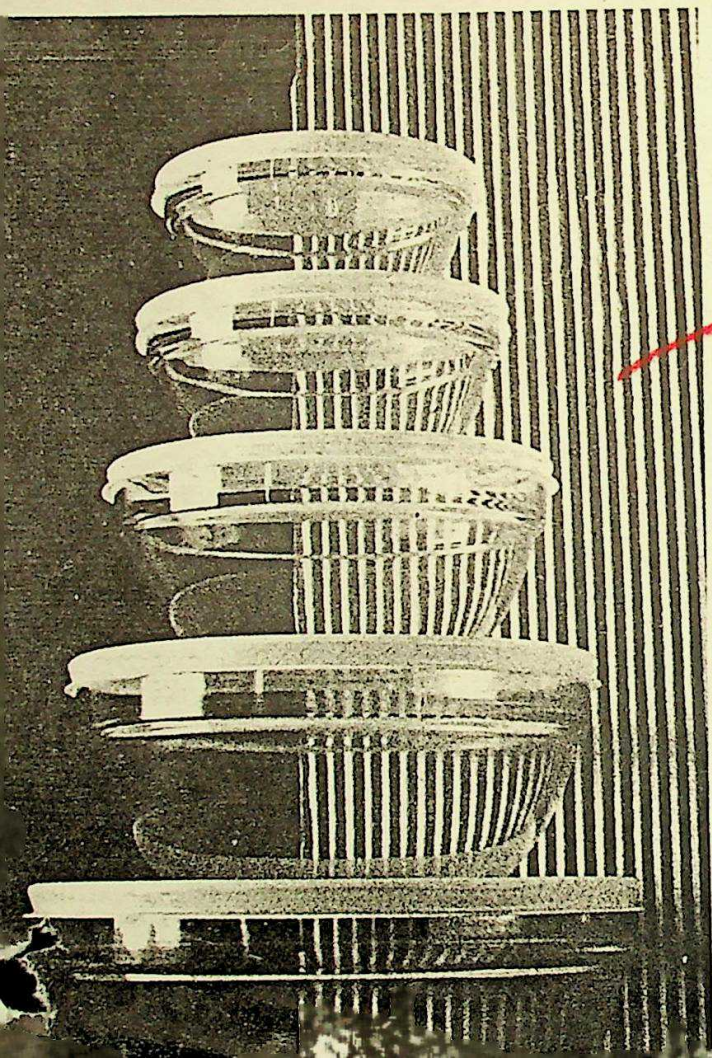




**29,80 Mark**

Raffinierte Rezepte  
fürs Essen zu zweit von  
Inge Schiermann, Mosaik Verlag

SCHÖNER WOHNEN



JULY, 1988

PAGE 67

**139 Mark**

»Espresso duo« – Kaffee für  
zwei, direkt in die Tasse. Schäumt  
auch Milch für den Cappuccino auf. Philips



**159 Mark**

2 bis 4 Tassen  
Espresso oder Cappuccino  
kocht die »Espresso  
mini« von Krups



**72 und 96 Mark**

»Carmencita«, die kleine  
Kanne, gibt es in vier Größen. IDC,  
Auf den Steinen 27, 4005 Meerbusch.

**24,50 Mark**

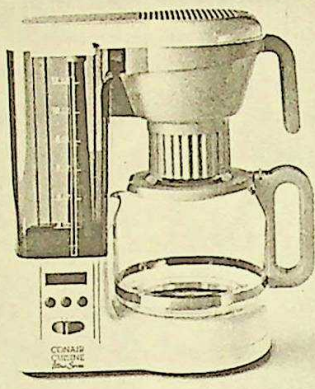
5 Glasschüsseln, die mit

D7-309



"The new Ultra Series is our trade-up line of basic items in the kitchen category."

— Lou Federico,  
Conair



Conair Cuisine's 10-cup Deluxe Coffeemaker

HFD PAGE 57  
JANUARY 4, 1988

## Housewares

### Conair Cuisine Ultra Series Trade-up kitchen appliance line set to debut

(Continued from page one)  
give consumers the more sophisticated features they desire."

The new step-up line represents Conair's firm commitment to becoming a strong competitor in kitchen electrics. According to Federico, Conair's goal is to build a business in kitchen electrics within the next three to five years that could rival its personal care business.

According to Federico, "Conair Cuisine is committed to producing both basics and innovative products." The company intends to accomplish this by building on the strengths of personal care. This includes offering introductory products at modest prices followed by step-ups as well as new styles designed to be more sleek and compact than competitors' models.

Federico explained that retailers will have the opportunity

to consolidate their buying, using Conair as a vendor for both personal care and kitchen electrics.

Among the items Conair Cuisine is introducing is a new butane-powered cordless warming tray. The tray is portable and "can be utilized in a variety of locations not near an electric power source," said Federico. The unit is designed to provide continuous warming for up to three hours and has a suggested retail price of \$49.95.

Conair Cuisine's new deluxe precision toaster with microchip features a cool surface and wide slot. "The frozen cycle on the toaster allows you to defrost and then go right into the toasting mode," he added. The UL-listed unit is available at a suggested retail price of \$46.95.

Added to its roster of kitchen products is the turbo-burst

five-speed hand mixer. A special button on the mixer is designed to provide 20 percent more power to each of its five speed settings. The unit carries a suggested retail price of \$23.95.

The cordless warming tray, precision toast deluxe toaster and turbo-burst hand mixer are white with gray accents and will be available in spring of 1988.

The new 10-cup deluxe coffeemaker in the Ultra Series line is also white and gray and features an LED readout and programmable timer. Available in summer of 1988, the unit has a suggested retail price of \$49.95.

The Micro-Mite II with a new defrost feature is the company's second entry into the compact microwave oven market. The unit has a 0.3-cubic-foot capacity, two levels of power — low for defrost and high for cook — and a 15-minute bell timer.

(See CONAIR, page 85)

### From oven to table, EZ Por's Bobroff sees opportunities

By MARY ANN BACHER

WHEELING, Ill. — Howard Bobroff is one housewares executive who isn't concerned that Americans are spending less and less time in the kitchen. He sees it as a big opportunity, not a problem, for his company.

Bobroff is vice president and general manager of a company that's been selling convenience for 30 years. EZ Por, with annual sales estimated at \$50 million, is the country's dominant supplier of disposable foil cooking and baking containers.

EZ Por saw a niche for disposable foil cooking and baking containers. (See EZ POR'S, page 66)



"Most of the companies in this already crowded field have products that look like food storage containers. They don't work well on the tabletop."

— Howard Bobroff,  
EZ Por

### Rival's toasters, skillets mark firm's entrance in categories

KANSAS CITY, Mo. — Rival Mfg. Corp. will enter two kitchen electric categories — toasters and skillets — at next week's housewares show.

"By introducing new products and broadening our lines, Rival can become a more complete source for kitchen electrics to retailers," said Cindy Whitham, Rival's product manager.

Rival will introduce a six-unit Designer Series of skillets featuring three sizes and four price points aimed at different market segments.

"We entered the electric skillet business because it was an opportunity to expand in a fairly stable category," said Whitham.

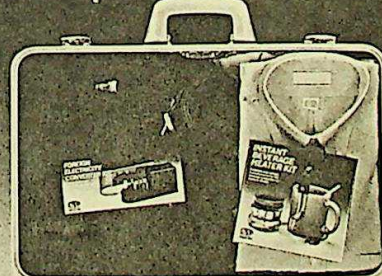
The company purchased the electric skillet tooling from Sunbeam earlier this year, making it one of the three major suppliers in the category.

The Rival skillet lineup includes the extra large 13-inch unit in slate blue or black and the large 11.5-inch model in cobalt blue, both with Silver-Stone and carry a suggested retail of \$58.95 and \$41.95 respectively. The compact 10.5-inch unit comes in slate blue or brown with Dura-Clean surface and has a suggested retail of \$32.95.

The new line of toasters consists of two standard and two electronic units which have (See RIVAL, page 76)

### Voltage Valet The Perfect Travel Companion

Your Passport to Increased Sales



Voltage Valet Division, Hybrinetics, Inc., 225 Sutton Place, Santa Rosa, CA 95407, (707) 585-0333

See us at booths N2340, N2341

© 1987 Hybrinetics



HFD JAN. 4, 1988

PAGE 57

D7-309



Conair Cuisine's 10-cup Deluxe Coffeemaker

(Continued from page one)  
give consumers the more sophisticated features they desire."

The new step-up line represents Conair's firm commitment to becoming a strong competitor in kitchen electrics. According to Federico, Conair's goal is to build a business in kitchen electrics within the next three to five years that could rival its personal care business.

According to Federico, "Conair Cuisine is committed to producing both basics and innovative products." The company intends to accomplish this by building on the strengths of personal care. This includes offering introductory products at modest prices followed by step-ups as well as new styles designed to be more sleek and compact than competitors' models.

Federico explained that retailers will have the opportunity

to console a  
Conair as a  
personal care  
trics.

Among the  
Cuisine is in  
butane-power  
ing tray. The  
and "can be  
of locations  
power source  
The unit is  
continuous  
three hours  
retail price

Conair Cuisine  
precision toaster  
features a control  
slot. "The  
toaster allow  
then go right  
mode," he  
UL-listed unit

suggested re  
Added to  
products

From oven to table,

Rival



D7-309

Client  
Phillips Home Products  
Inc., Akron, OH

In-house design  
Robert Blach, managing  
director; L. Beeren, de-  
sign manager, domestic  
appliances.

Materials/fabrication  
ABS housing; aluminum  
coffee holder; stainless  
steel tray; polypropylene  
water tank.

JULY/AUG.  
1987



INDUSTRIAL  
DESIGN

PAGE 84

### Philips Espresso Bar

LIGHTWEIGHT AND COMPACT, THIS ES-presso machine for home use received warm praise for its elegant, well-resolved form. "This design is clean, functional and organized," said Lowe. "It also looks great." Jurors especially lauded the simple graphics used above the control buttons to identify different functions. As Booker noted, "These are clear, logical symbols that are 'readable' around the world. That seems like a simple design goal, yet it's fairly rare to find it addressed." The jury also noted the crisp detailing of the drain area and the smooth integration of the Espresso Bar's overflow tray.



# Buyers of Jameson smoke alarms receive bonus: Free life insurance

DOWNERS GROVE, Ill. — Jameson Home Products is offering something extra to consumers who purchase its smoke alarms — free life insurance.

The Code One Family Protection Plan provides consumers with free insurance coverage for loss of life by fire of \$10,000 for each resident family member, to a maximum of \$50,000 per family, for one year.

The insurance will be paid out if "there is accidental loss of life as a result of a fire in the home

where the Jameson Code One smoke alarm is properly installed and operating," said Jacqui Black, director of marketing at Jameson.

The presence of working smoke alarms, she noted, is routinely determined by fire officials at the time of a fire.

Coverage is being provided by the Chubb Group of Insurance Companies in Warren, N.J.

According to Black, the innovative campaign "is designed to demonstrate the value of smoke detectors and motivate

consumers to install these life-protecting products. We believe the Family Protection Plan offers an exceptional value to families while increasing their protection by adding smoke detectors to their homes."

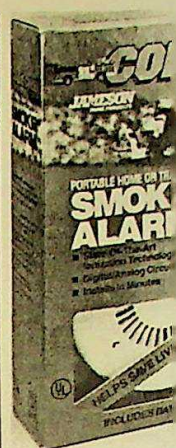
The insurance plan, she added, "is unparalleled in the smoke alarm industry."

In-store merchandising during the program will require no extra effort from retailers. Boxes on select smoke alarms will be pre-tagged with a gold-colored sticker announcing the offer, and

shelf-talkers will be included in every case of alarms. Banners also will be available for display.

It is equally easy for the consumer to sign up for the coverage. A two-part enrollment card with the policy number is provided in each box. All the consumer has to do is provide the basic information and send it in.

As an additional bonus, said Black, consumers will be contacted a year from when they signed up and offered the option of continuing the coverage at a special group rate. "We also expect to make other special offers available at that time, such as advantageous pricing on other Jameson products and discounts



A Jameson Code One box highlights free insurance for battery replacement.

Battery replacement is particularly crucial. "Accidental United States Fire Insurance Co. dead batteries are a frequent occurrence. We have to educate the public figure that a good smoke alarm is to remind them to purchase that now to replace the battery."

## Royal Appliances sets ad campaign for new broom

CLEVELAND — Royal Appliances will back its Devil Broom Vacuum television ad campaign for Christmas sales.

The vac, a lightweight, features a revolving brush, nozzle and 20-foot cord. It weighs 7 pounds.

The 30-second commercial will air during the week of Nov. 16. One-third of the spots will air during the week of Nov. 16, one-third during the week of Nov. 23, and one-third during the week of Nov. 30.

Prior to the national campaign, Royal will run ads on TV during October and November. Particular spots will be available in several markets.

Regional markets include Pittsburgh, D.C., Cleveland, Atlanta, Cincinnati, San Francisco, Los Angeles, Charleston/Huntington, Virginia.

The commercial for Royal's new tag line "Devil Broom Vacuum: a vacuum but not a broom."

The Dirt Devil vacuum is Royal's first entry in the upright vacuum category. "It comes out with more power to become a manufacturer," said Caldwell, sales manager at Royal. "It's on a lightweight unit that has been the fastest-growing segment in the vacuum market in the months after hand we have the Royal Dirt Devil there."

PAGE 78

HFD

JULY 20, 1987

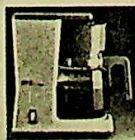
# REGAL



**This may be the best coffeemaker break you've ever had.**

Regal's sleek line of coffeemakers will have you counting profits during your next coffee break.

Our 10-cup model has a European profile and features a very sharp price point. We also have 10-cup models with your choice of digital or analog clocks. Plus 12-cup model with



a digital clock. So, you can offer the coffeemakers you want at the price points you want. And your customers will get the clean, crisp styling they want. Along with a compact design that saves valuable counter space.

Ask your Regal Sales Representative to show you the coffeemakers that will fill your coffers.



Regal Ware, Inc.  
Kewaskum, Wisconsin 53040 USA



D7/309

DESIGN 461

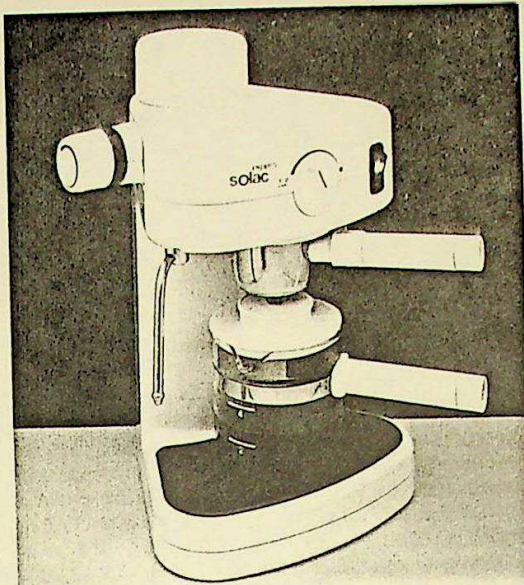
PAGE 26

MAY, 1987

Not everything was vestal pure in the white goods displayed at Domotecnica. And neither was everything clad in a monotonously regular box. Here we showcase some of the more colourful Domotecnica '87 offerings – and some of the zanier, off-beat treatments of smaller appliances, which have grown in popularity in recent years. How soon though before similar risks will be taken with larger kitchen items?

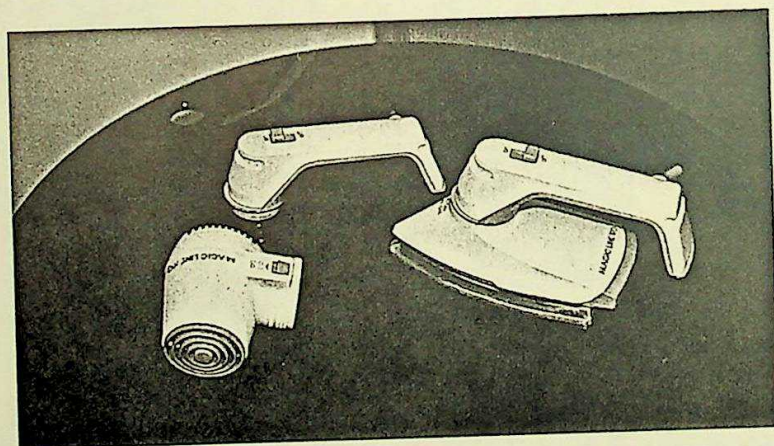
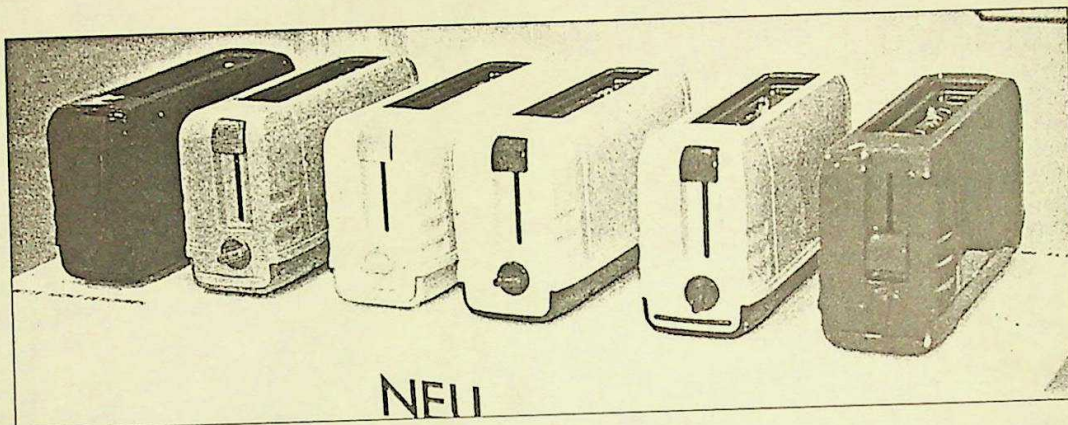
#### Espresso Espagnol

This year's show saw a superb selection of mini-espresso machines. This used to be an all Italian preserve, but here Spanish company Solac (+34 43 12 19 75) has produced this attractive model in white, with retracting cable



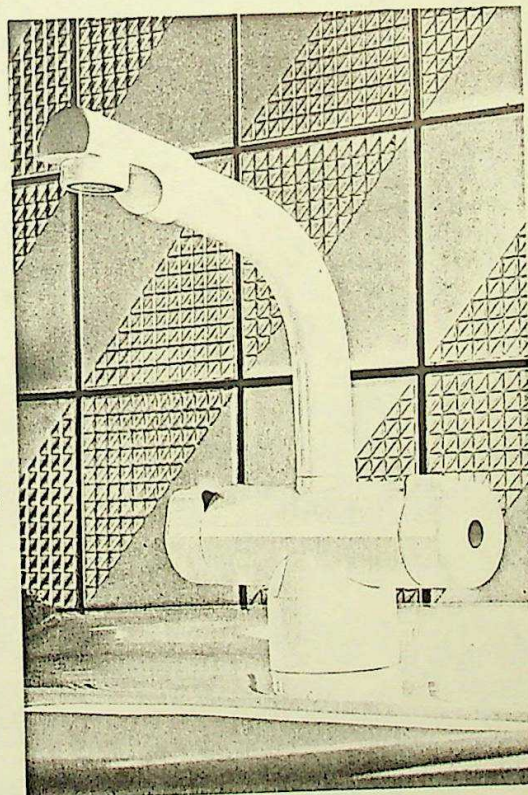
#### A toast to colour

One has to give WKM (+49 2351 188 0) credit for breaking with the wheat-sheaves-transfer school of toaster. But need the colour range have been quite so loud and glossy?



#### Getting a handle on it

This bright and clever travelling twosome, the Magic Line 190, uses the same handle for hair dryer and iron, and is made by Italian company, CGF (+39 30 270 1520)



#### Swanning around

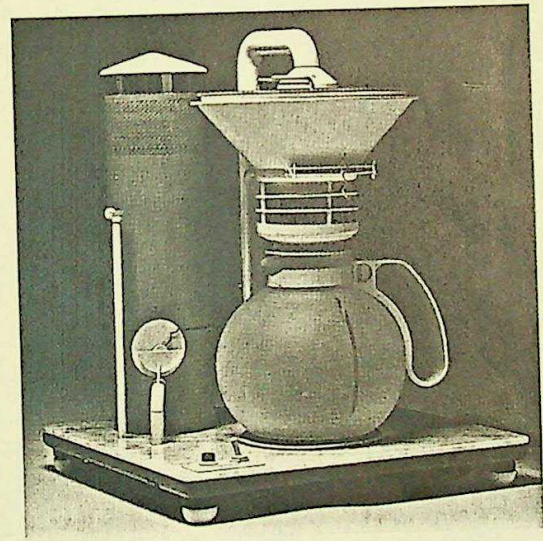
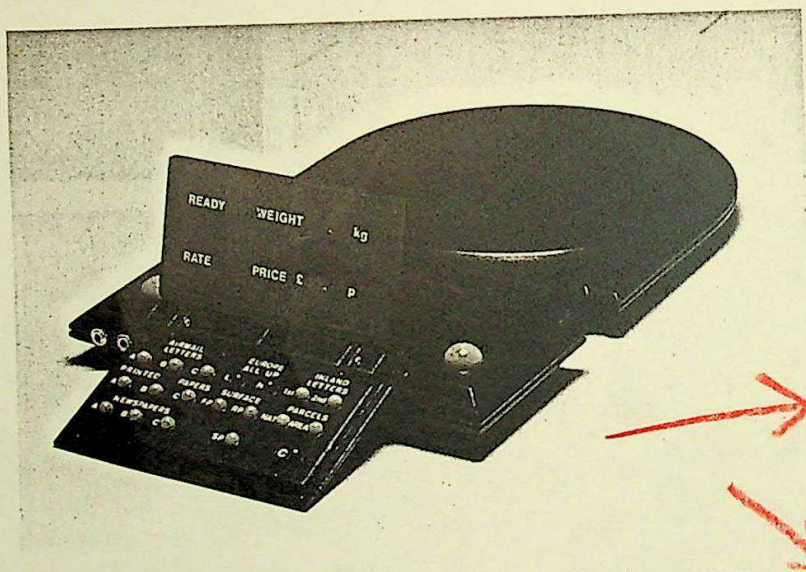
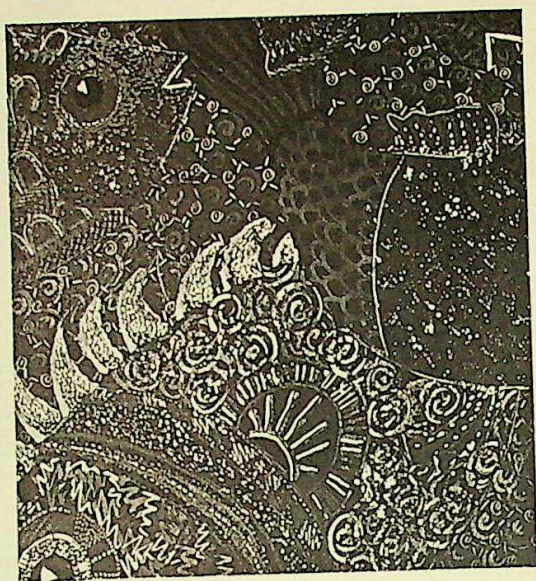
This elegant, swan like creation is from German specialists Damixa, and is sold in Britain by the Berglen Group (01 204 3434)



# DESIGN 461

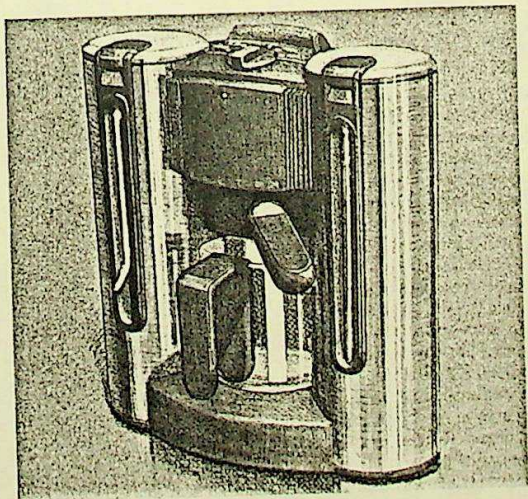
**Maritime motif**  
Designed by Gillian Ivey of Dewsbury & Batley Technical & Art College, the 100 per cent cotton fabric, discharge printed, wins the John Lewis Partnership Attachment Award of £2500.

This year's Royal Society of Arts Design bursaries competition yielded an impressive crop of winners. The entries from Newcastle Polytechnic – accompanied by working models – were outstanding. More than £128 000 has been raised from industry to fund the awards, which give young designers the chance to travel or get work experience. The shame is that many of these winners may decide to stay abroad permanently – unless British employers are quick to entice them to stay. Winning designs will be on exhibition during May 7-21, at the RSA 8 John Adam Street, London WC2; 01 930 5115.



**Post it**  
Another winner from Newcastle, this time in office equipment. Keith Bell designed this electronic postal scale. Postal fee changes can be incorporated instantly through a pre-programmed chip. Bell will be travelling to the USA for a working attachment with Pitney Bowes; he receives the £1500 Walter Wheeler Award.

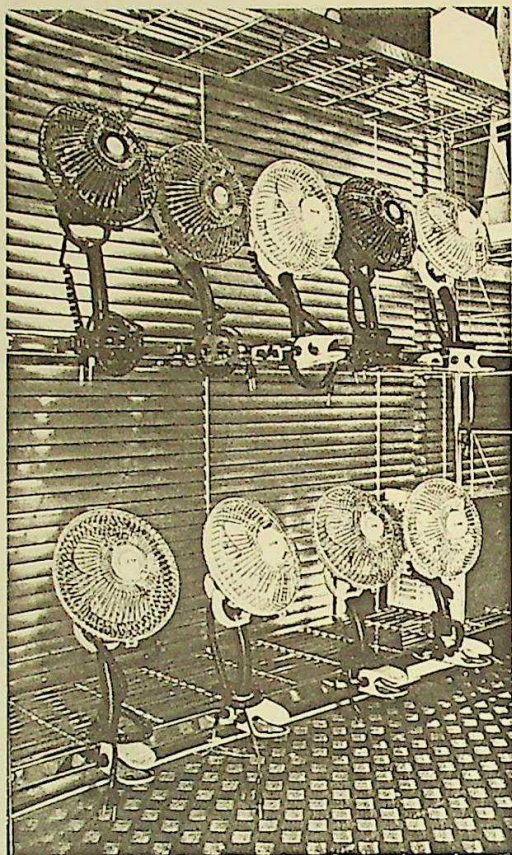
**Brewing up a storm**  
The jury was so excited by these two entries that they made them joint winners of the Pifco Salton Attachment Award of £1750. The design of this space-age filter coffee machine by Andrew Glover, Newcastle Polytechnic, physically expands individual parts to make their functions explicit. It incorporates a water filter and jug thermostat, connected through the handle. A very different approach was taken by Courtney Inehbald, Central School of Art and Design, in his slick 'Sienna' cappuccino maker. The design combines medieval Italian architecture with brushed aluminium cylinders which evoke industrial boilers and nuclear power.





D7/309

**A cool fan-tasia**  
For a fun way of staying cool in the office – or home – try these clip-on fans in a range of colours from Vam Propeller of Hamburg (+49 40 43 10 71)



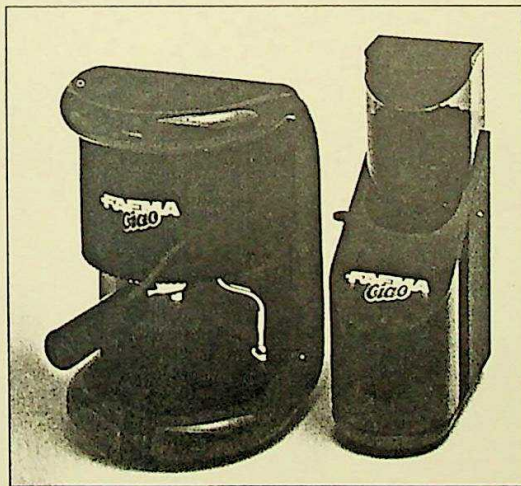
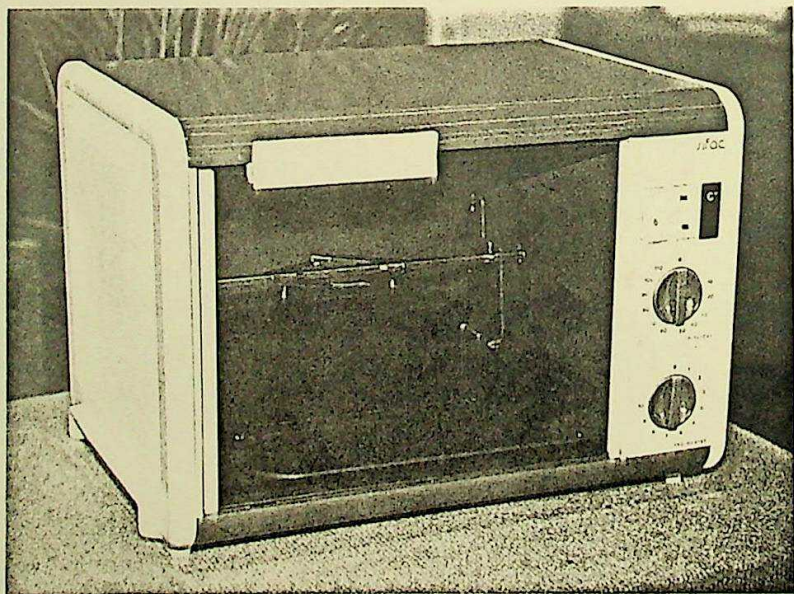
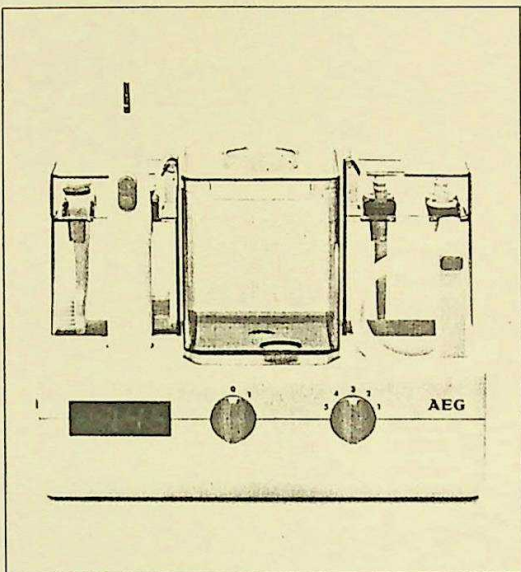
DESIGN 461  
MAY, 1987

PAGE 27

**Designer stubble-cutter?**  
The perfect tool for that designer stubble – a designer shaver from Hitachi in its Phase 2 series, styled and signed by Hans Muth. Details: German office (+49 40 734 11 0)

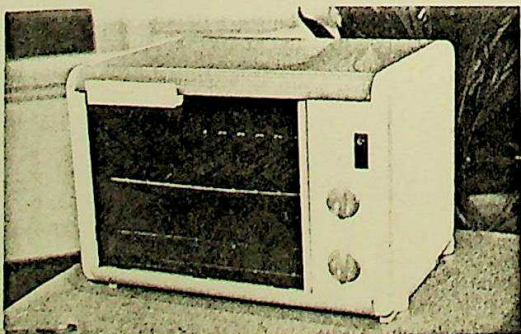


**DIY dentistry**  
Possibly reflecting the rising cost of dental treatment, several companies were showing hi-tech dental care centres. This intimidating little number from AEG (+49 911 323 0) is the Aquadent Timer, with high-pressure water toothpick



**Coffee the family way**  
Who else but the Italians could have made this stylish coffee-grinder/espresso machine?

The softly-rounded form of the 'Family' from Faema (+39 2 21 1661), executed in somewhat glaring primary colours



**New gloss on the cooker**  
Once more the Italians step boldly out of the all white trap, with these mini-cookers from SIFAC of Milan (+39 2 331 1661), executed in somewhat glaring primary colours



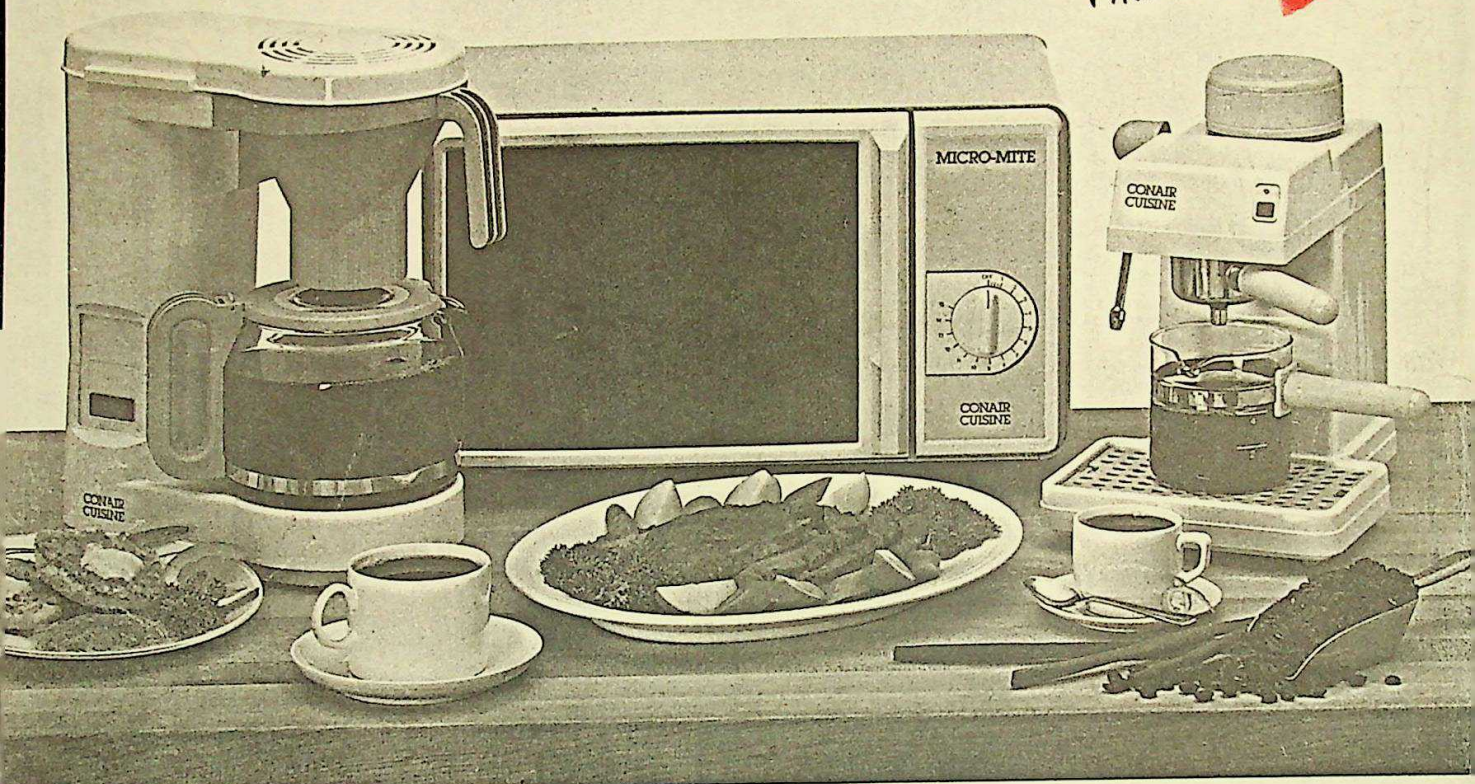


D7/309

# The Sweet Smell of Success

APRIL 6, 1987 HFD

PAGE 111



## A Recipe That's Been in the Family for Years.

For over 25 years, Conair has made itself right at home with American consumers. Conair's extensive line of personal and home care products, toiletries, and telecommunication systems are a part of everyday living for millions of Americans.

As our product line has grown over the years, our recipe for success has remained the same—innovation, quality, and value. That's why your customers have faithfully chosen Conair, helping us to become

a household name with over 100 million pieces sold. It's no wonder that when we designed Conair Cuisine, our new line of kitchen products, we used that recipe. The result is a truly tasteful line of dependable kitchen products. From can openers and food processors to coffeemakers and microwaves. Everything your customers need to make life a little easier. Conair Cuisine, come share the sweet smell of success with us!

# CONAIR CUISINE



ped D7/309  
in/

Light HOUSEWARES APRIL 1, 1987 PAGE 9

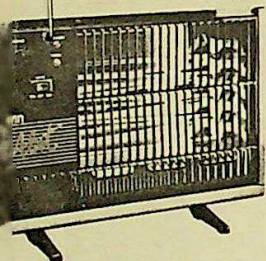
## Safety In Latest Space Heater

## WARES® Special Report

GO—In what is likely to be a setting venture, ArvinAir is a step toward answering its calls for safer portable heaters. Its latest model, the Arvin Alert 30H50, is equipped with an alert light to warn the user should the product over-heat.

Streich, vice president of ArvinAir, a division of Arvin Industries, said the product is the result of three years of intense research involving several consumers here in Chicago, Dallas, Los Angeles and about their primary concerns with heaters.

ArvinAir found what was that asked far and away as the No. 1 of buyers, easily outdistanced in style and cost of operation. The show this year the biggest manufacturers and retailers go to be talking about is said Streich. "It's not going to have it in three or four years. Everyone can produce three colors but not everyone can truly safe product."



Alert heater features alarm light warning systems.

Air remains a company rector for safety concerns. When any combined an exhaustive heater related fires with its consumer research they realized the need to better inform consumers about the dos and don'ts of use. The result: a pictorial on heaters last year detailer use.

whole thrust of this effort is on this product as a way we make safe heating even safer," Streich.

Arvin Alert features an 85 alarm buzzer that "will blow of your chair if you're anywhere in the house," according to Streich. Making it the only heater on the market that will warn a person of visual range of the heater if it overheats or tip. Two tips in the heater automatically off if it's overturned, overheats if its thermister senses an heat source as would be if nearby material were set

Alert and heater elements operate on different circuits and the heater has a separate on/off switch.

tures are packaged in a high-tech grey and black cabinet.

The Arvin Alert will be available in May and carries a suggested retail price of \$44.99 and a \$7 rebate. The expansion of the Arvin Alert's safety features into other heaters on the ArvinAir line is already underway.

"Retailers now have a truly different product to sell, and they want to sell a different product. They want to sell value," added Streich.

"So far it has been well received in almost every place we've presented it. Everybody thinks this is going to be

something talk about. In fact, two of the top five U.S. retailers have plans to purchase it already."

During the next week's show Arvin will display the product with a four-minute video highlighting its uses and safety features. The tape will be available to retailers for in-store training and point-of-sale display.

"I can't put into words the enthusiasm we feel sitting on top of something like this," said Streich. Will the Arvin Alert set the trend in safety for portable heaters as Black and Decker did for irons?

"Definitely," said Streich. "People like UL will be insisting on these features for everybody in the future."

Streich added that the second phase of developing its line will key on electronics to further enhance the safety concept on all Arvin models.

Arvin's contribution to heating technology dates back to 1920 when it introduced innovative automobile heating systems.

Today Arvin Industries is a Fortune 250 company manufacturing a full line of portable heaters at its Phoenix, AZ plant.



This may be the best coffeemaker break you've ever had.

Regal's sleek line of coffeemakers will have you counting profits during your next coffee break.

Our 10-cup model has a European profile and features a very sharp price point. We also have 10-cup models with your choice of digital or analog clocks. Plus 12-cup model with



a digital clock.

So, you can offer the coffeemakers you want at the price points you want.

And your customers will get the clean, crisp styling they want. Along with a compact design that saves valuable counter space.

Ask your Regal Sales Representative to show you the coffeemakers that will fill your coffers.



Regal Ware, Inc.  
Kewaskum, Wisconsin 53040 USA



D7-309 XR  
FEB. 1987 p. 108  
THE OFFICE

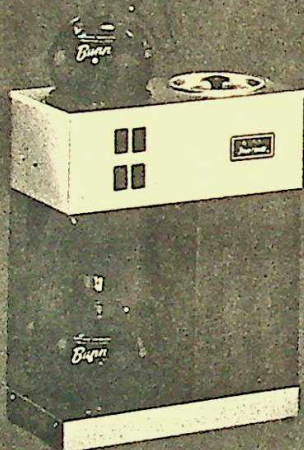
# BUNN Pour-Omatic® Brewers

## Deliver RESTAURANT QUALITY Coffee in Your Office

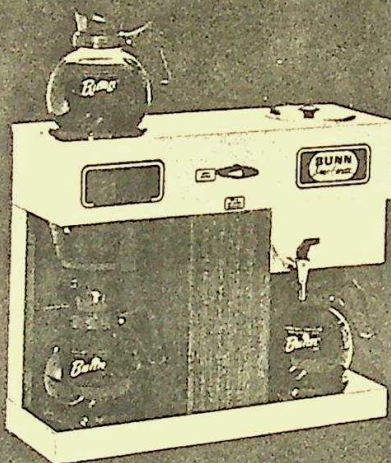


Gain all the consistency and coffee brewing perfection demanded by restaurant professionals worldwide. Specify BUNN Pour-Omatic brewers for their reliable, highest quality construction and convenient operation. Anyone can brew superb coffee, everytime. Also ask about Bunn-Omatic™ automatic plumbed-in coffee brewers and hot water machines (for other hot beverages).

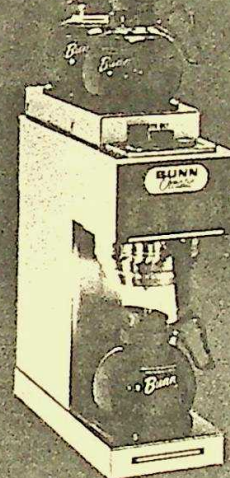
*All BUNN Pour-Omatic brewers are completely portable and operate without plumbing. Just pour cold water in top . . . fresh, delicious coffee drip brews immediately.*



**Pour-Omatic® Model VPR** has two warmers; just 16" wide; woodgrain accent. 12 cups of coffee per batch.



**Pour-Omatic® Model VPS-F** with three warmers; woodgrain accent, 12 cups of coffee per batch. Separate faucet with near-boiling water for other hot refreshments.



**Pour-Omatic® Model S** is stainless steel; three warmers, yet only 7½" wide to fit anywhere. 12 cups of coffee per batch.

THE OFFICE

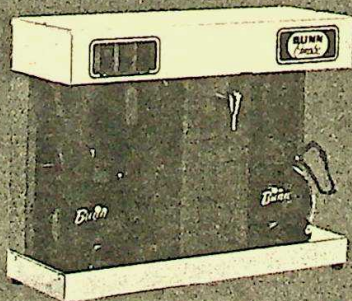
FEBRUARY, 1987



**Pour-Omatic® Model A-10** is perfect for executive suites and smaller offices; 8 cups of coffee per batch.

### Bunn-Omatic® Automatic Coffee Brewers

Plumbed-in units provide automatic coffee brewing with just the press of a switch.



**Model VLP-F** is only 17½" high to fit under cabinets. 12 cups of coffee per batch. Plus faucet with steaming hot water for many hot refreshments. Two warmers.

PAGE 108



**Model STS-F** is stainless steel; three warmers; only 7½" wide, 12 cups of coffee per batch. Faucet with near-boiling water for hot refreshments.

**Your office deserves the finest.  
Ask your OFFICE COFFEE SERVICE  
for Bunn-Omatic® Coffee Brewers.**

**BUNN-O-MATIC CORPORATION**  
1400 Stevenson Drive Springfield, IL 62708 Phone: 217/529-6601  
Circle Reader Service Card No. 504



D7-309

# BUNN Pour-Omatic® Brewers

## Deliver RESTAURANT QUALITY Coffee in Your Office

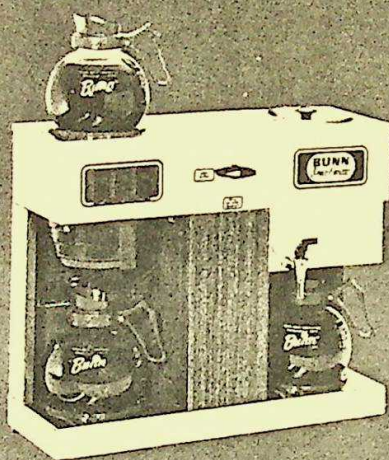


Gain all the consistency and coffee brewing perfection demanded by restaurant professionals worldwide. Specify BUNN Pour-Omatic brewers for their reliable, highest quality construction and convenient operation. Anyone can brew superb coffee, everytime. Also ask about Bunn-Omatic® automatic plumbed-in coffee brewers and hot water machines (for other hot beverages).

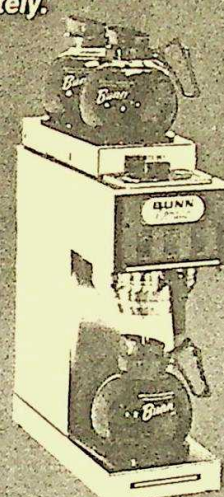
*All BUNN Pour-Omatic brewers are completely portable and operate without plumbing. Just pour cold water in top . . . fresh, delicious coffee drip brews immediately.*



**Pour-Omatic® Model VPR** has two warmers; just 16" wide; woodgrain accent. 12 cups of coffee per batch.



**Pour-Omatic® Model VPS-F** with three warmers; woodgrain accent. 12 cups of coffee per batch. Separate faucet with near-boiling water for other hot refreshments.



**Pour-Omatic® Model S** is stainless steel; three warmers, yet only 7 1/4" wide to fit anywhere. 12 cups of coffee per batch.

THE OFFICE

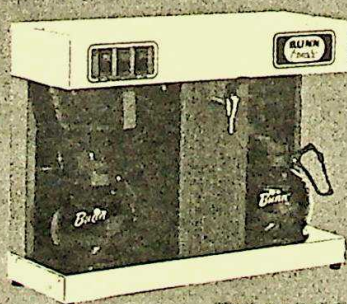
FEBRUARY, 1987



**Pour-Omatic® Model A-10** is perfect for executive suites and smaller offices. 8 cups of coffee per batch.

### Bunn-Omatic® Automatic Coffee Brewers

Plumbed-in units provide automatic coffee brewing with just the press of a switch.



**Model VLP-F** is only 17 1/2" high to fit under cabinets. 12 cups of coffee per batch. Plus faucet with steaming hot water for many hot refreshments. Two warmers.

PAGE 108



**Model STS-F** is stainless steel; three warmers; only 7 1/4" wide. 12 cups of coffee per batch. Faucet with near-boiling water for hot refreshments.

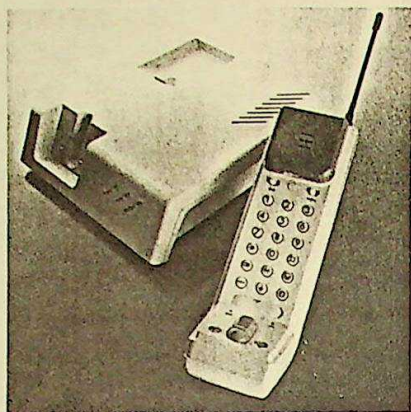
Your office deserves the finest.  
Ask your OFFICE COFFEE SERVICE  
for Bunn-Omatic® Coffee Brewers.

**BUNN-O-MATIC CORPORATION**

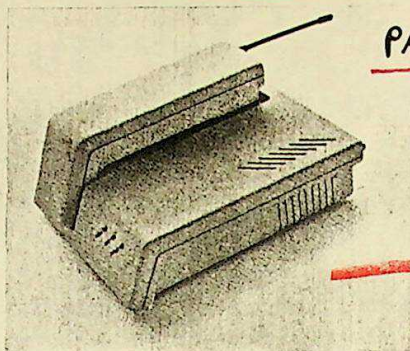
1400 Stevenson Drive Springfield, IL 62708 Phone: 217/529-6601

Circle Reader Service Card No. 504

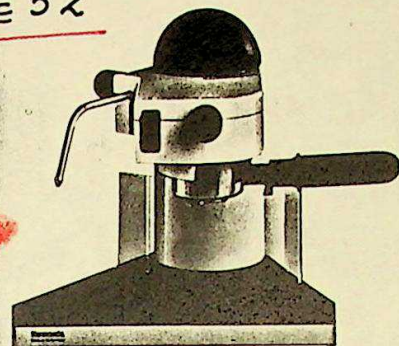




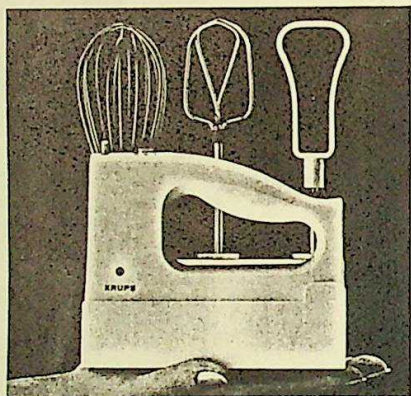
»Schnurlos« –  
Designprodukte,  
ohne Netz und Kabel...



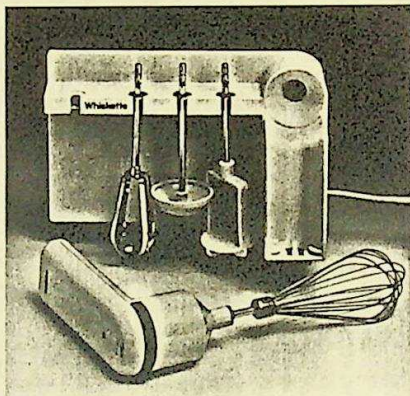
...Das erste schnurlose Telefon von der Post, jetzt erhältlich als zusätzlicher »Sprechapparat« (für 38 DM monatlich). »sinus 1« bietet als mobilen Komfort unter anderem Kurzwahl für 9 Ziele, Wahlwiederholung und ein Signal »Reichweite überschritten«, wenn das Handgerät über 200 m (in Gebäuden bis zu 100 m) von der Feststation entfernt wird.



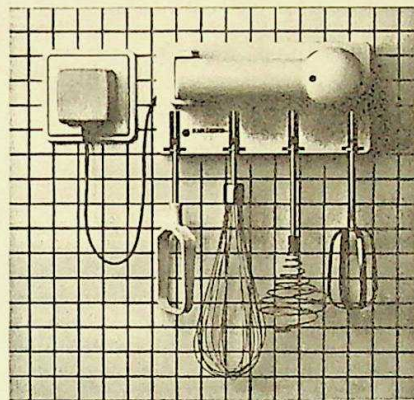
Die erste Espressomaschine, die sich vom Gestaltungstyp dieser Maschinen zu lösen versucht: Rowentas kleine »ES-01« assoziiert in ihrem freien, geometrisch-formalen Aufbau vor allem mit Schwarz und einem kompakten Funktionsgriff das Typische des Schwarzgetränk-Zubereiters.



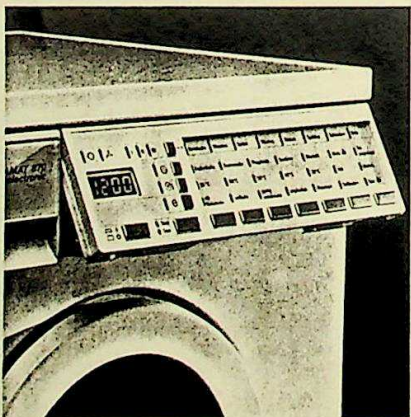
...die ersten schnurlosen Mixer wurden jetzt auf der Domotechnica vorgestellt. Krups (Bild oben) hat damit seinen ohnehin schon sehr handlich-mobilen »3 Mix« mit dem »3 Mix Mobil« noch beweglicher und leichter gemacht.



Philips bietet gleich ein ganzes Programm an Akku-Küchengeräten: ein Elektro-Quirl-Set (Bild, ca. 89 DM) sowie ein Elektro-Messer und einen Elektro-Dosenöffner. Bis zu etwa 20 Minuten bleibt das Akkugerät einsatzbereit.

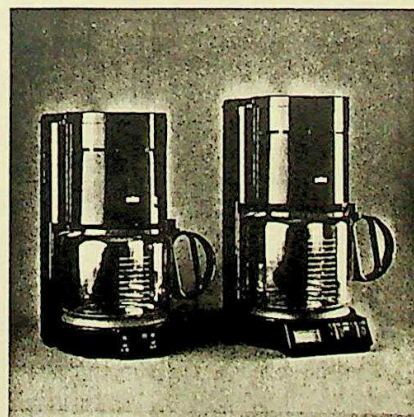


Black & Decker, in den USA mit seinen schnurlosen Geräten schon längst ein Begriff, offerierte zur Kölner Messe als Entree in den Hausgerätebereich diesen kabellosen, vierteiligen »Multiquirl H 223«. Preis: ca. 79 DM.

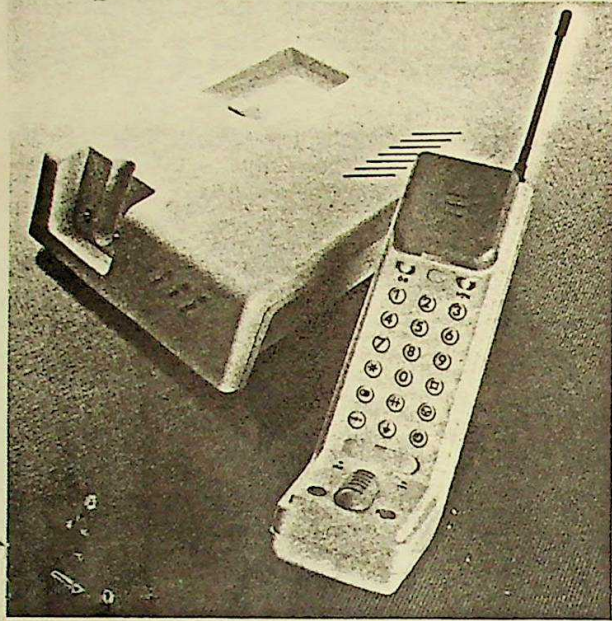


Weißer Dialog. Bei Siemens neuem »Siwamat electronic« denkt der Waschautomat einmal nicht mehr nur an sich selbst und das weißeste Weiß, sondern auch an den Menschen: Ein nach vorn ausklappbares Bedienpult läßt sich übersichtlich und bequem für den »Dialogverkehr« Mensch/Maschine bedienen.

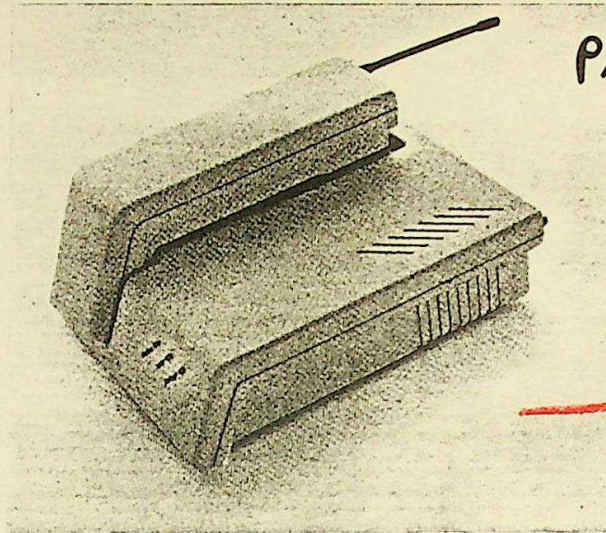
Braun in Schwarz. Brauns »Aromaster« erschien zur Domotechnica in feinem Schwarz. Das noble Aussehen könnte indes im Gebrauch – wenn Kalkwasser den Anzug befleckt – Schaden nehmen. Den feinen Schwarzen gibt's in zwei Größen – für 10 bzw. 12 Tassen.





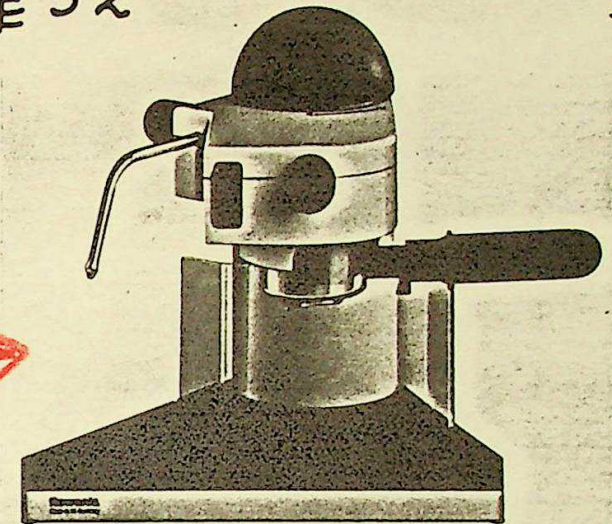


»Schnurlos« –  
Designprodukte,  
ohne Netz und Kabel...

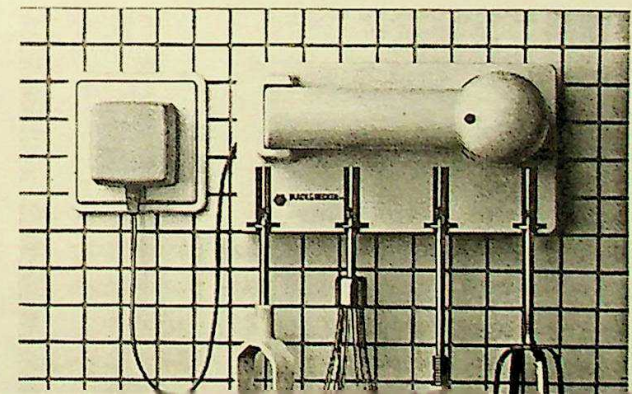
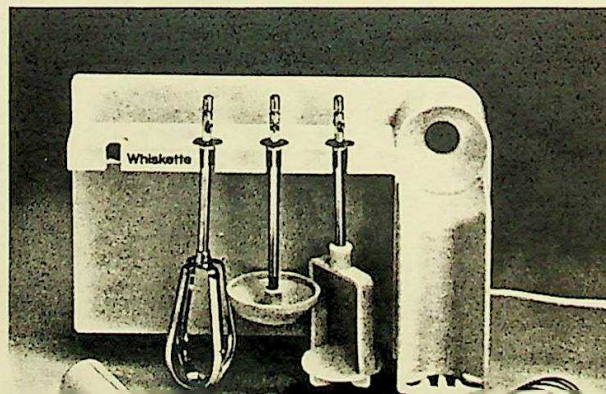
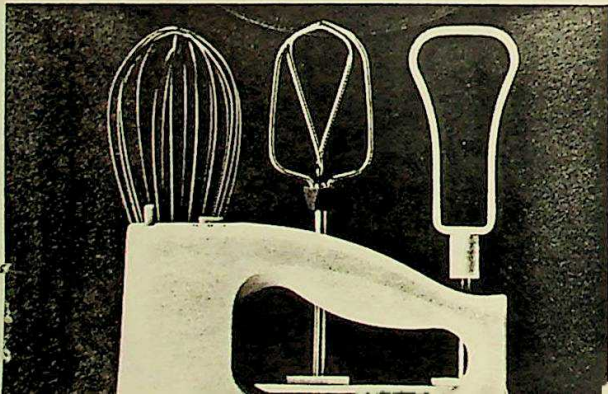


PAGE 52

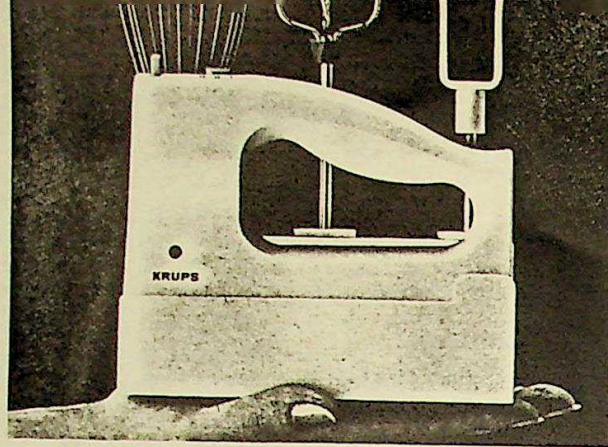
... Das erste schnurlose Telefon von der Post, jetzt erhältlich als zusätzlicher »Sprechapparat« (für 38 DM monatlich). »sinus 1« bietet als mobilen Komfort unter anderem Kurzwahl für 9 Ziele, Wahlwiederholung und ein Signal »Reichweite überschritten«, wenn das Handgerät über 200 m (in Gebäuden bis zu 100 m) von der Feststation entfernt wird.



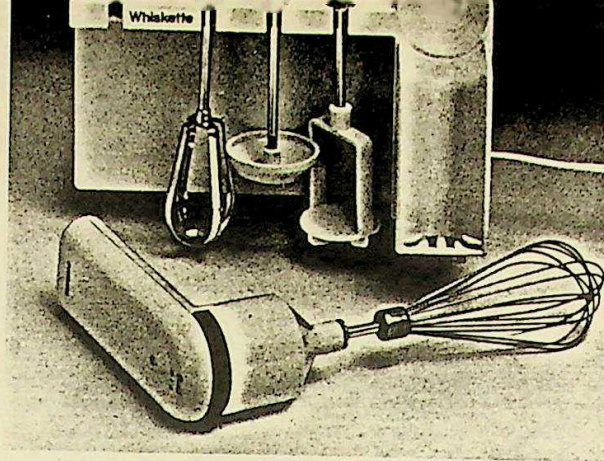
Die erste Espressomaschine, die sich vom Gestaltungstyp dieser Maschinen zu lösen versucht: Rowentas kleine »ES-01« assoziiert in ihrem freien, geometrisch-formalen Aufbau vor allem mit Schwarz und einem kompakten Funktionsgriff das Typische des Schwarzgetränk-Zubereiters.



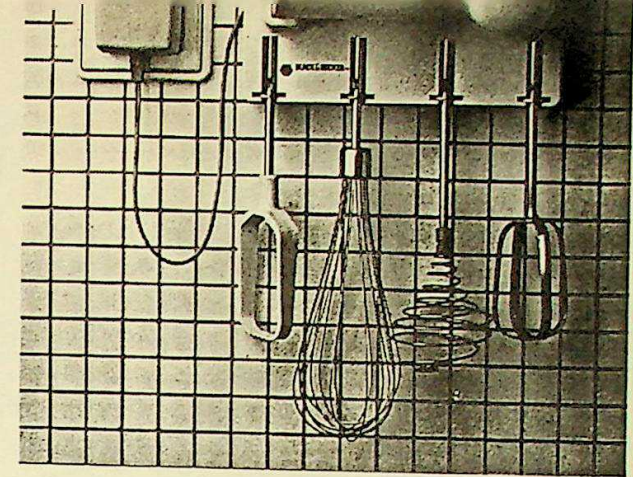




...die ersten schnurlosen Mixer wurden jetzt auf der Domotechnica vorgestellt. Krups (Bild oben) hat damit seinen ohnehin schon sehr handlich-mobilen »3 Mix« mit dem »3 Mix Mobil« noch beweglicher und leichter gemacht.

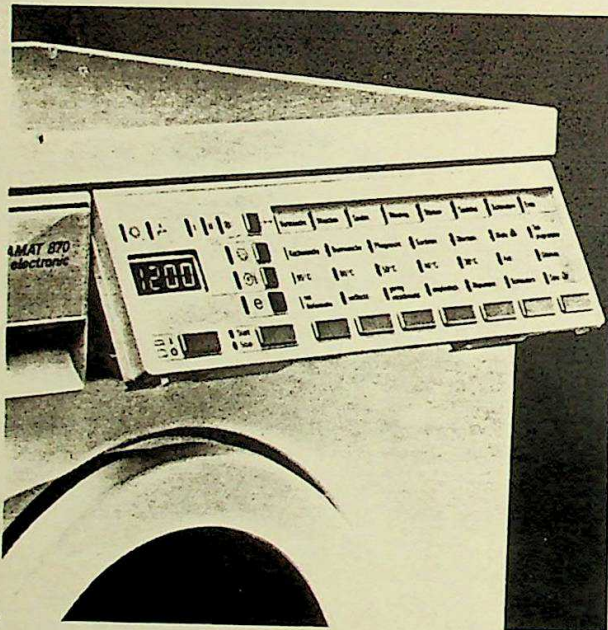


Philips bietet gleich ein ganzes Programm an Akku-Küchengeräten: ein Elektro-Quirl-Set (Bild, ca. 89 DM) sowie ein Elektro-Messer und einen Elektro-Dosenöffner. Bis zu etwa 20 Minuten bleibt das Akkugerät einsatzbereit.



Black & Decker, in den USA mit seinen schnurlosen Geräten schon längst ein Begriff, offerierte zur Kölner Messe als Entree in den Hausgerätebereich diesen kabellosen, vierteiligen »Multiquirl H 223«. Preis: ca. 79 DM.

FORM 117



**Weißer Dialog.** Bei Siemens neuem »Siwamat electronic« denkt der Waschautomat einmal nicht mehr nur an sich selbst und das weißeste Weiß, sondern auch an den Menschen: Ein nach vorn ausklappbares Bedienpult läßt sich übersichtlich und bequem für den »Dialogverkehr« Mensch/Maschine bedienen.

BOTTOM R. PANEL  
PAGE 52

**Braun in Schwarz.** Brauns »Aromaster« erschien zur Domotechnica in feinem Schwarz. Das noble Aussehen könnte indes im Gebrauch – wenn Kalkwasser den Anzug befleckt – Schaden nehmen. Den feinen Schwarzen gibt's in zwei Größen – für 10 bzw. 12 Tassen.



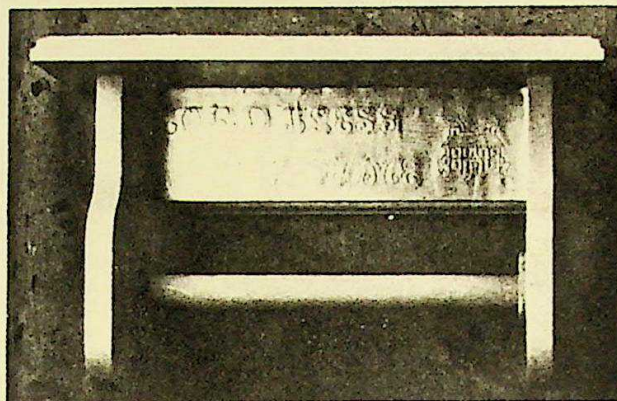
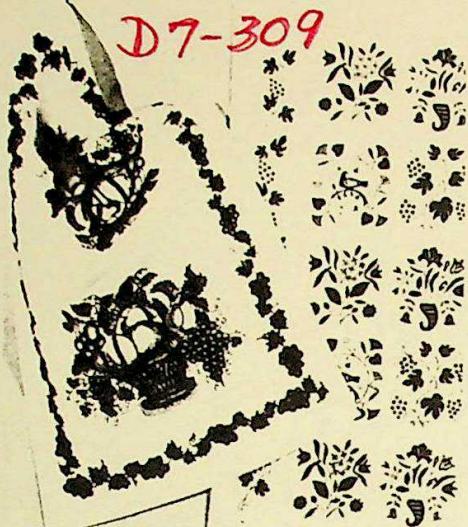
JANUARY, 1987



Basket of Fruit and Maryland Quilt prints adorn kitchen towels, potholders, aprons. \$3-\$18. Stevens Linen at SMI Assoc., 1666 Dallas Trade Mart.

Briar Goose Collection of kitchen accessories is charming as well as functional. From \$3-\$22. At George-Good Corp., 1420-24 DTM.

Copper punched wall accessories, available with two sayings. Choose between Williamsburg blue or stained wood finish. \$36.98-\$49.98. At Christian World, 2129 DTM.



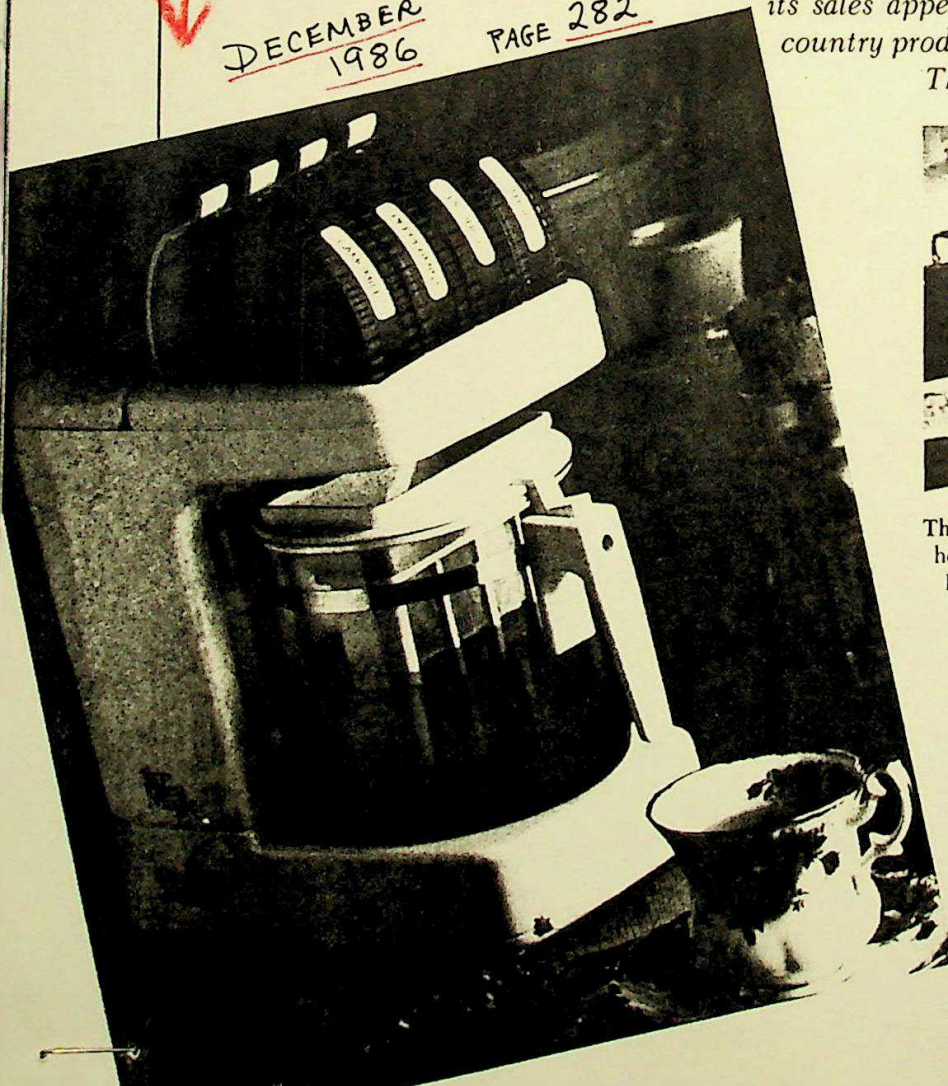
## GIFTS & DECORATIVE ACCESSORIES

# The Countrified Kitchen

*Simple woodwork and whimsical motifs typify the country kitchen, which maintains its sales appeal. A country vignette, massing country products, focuses customer attention. These, at the Dallas Trade Mart.*

DECEMBER  
1986

PAGE 282



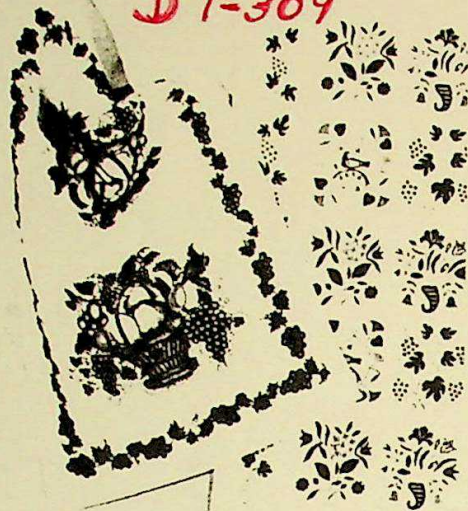
The kitchen garden, ever-present in country homes of the past, is experiencing a revival. Pictured here, delightful hampers filled with all the necessary tools. \$38-\$60. Botanic Garden & Seed at Faroy Sales, 1632 DTM.

Custom-brewed teas are blended instantly. Rotating cartridges can be refilled with an endless variety of teas and flavorings. Comes with recipe booklet. \$89 retail. Tea Magic at Alan Roush Co., 1806 Dallas Trade Mart.



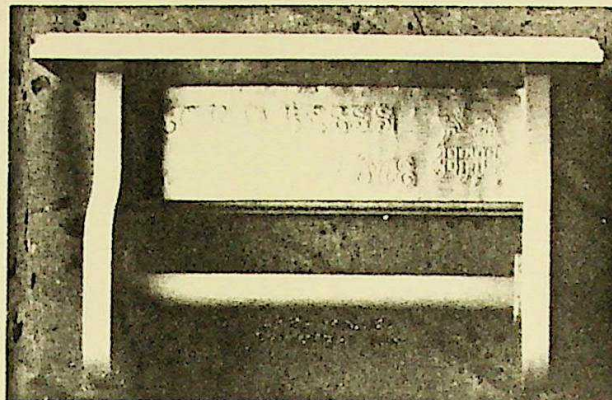
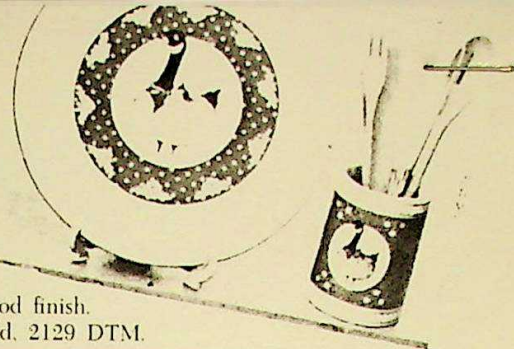
Basket of Fruit and Maryland Quilt prints adorn kitchen towels, potholders, aprons. \$3-\$18. Stevens Linen at SMI Assoc., 1666 Dallas Trade Mart.

**D7-309**



Briar Goose Collection of kitchen accessories is charming as well as functional. From \$3-\$22. At George-Good Corp., 1420-24 DTM.

Copper punched wall accessories, available with two sayings. Choose between Williamsburg blue or stained wood finish. \$36.98-\$49.98. At Christian World, 2129 DTM.



GIFTS & DECORATIVE ACCESSORIES

## The Countrified Kitchen

*Simple woodwork and whimsical motifs typify the country kitchen, which maintains its sales appeal. A country vignette, massing country products, focuses customer attention. These, at the Dallas Trade Mart.*

DECEMBER  
1986

PAGE 282



The kitchen garden, ever-present in country homes of the past, is experiencing a revival. Pictured here, delightful hampers filled with all the necessary tools. \$38-\$60. Botanic Garden & Seed at Faroy Sales, 1632 DTM.

Custom-brewed teas are blended instantly. Rotating cartridges can be refilled with an endless variety of teas and flavorings. Comes with recipe booklet. \$89 retail. Tea Magic at Alan Roush Co., 1806 Dallas Trade Mart.





Big Oskar  
High Efficiency  
food processor from  
Sunbeam. Retail,  
\$129.95.

"Big Oskar is exciting for us. There was a need for a larger capacity."

— Paul Enrico,  
buyer,  
Jordan Marsh

"The Big Oskar looks good. It should do well at \$100."

— Ray Berger,  
DMM,  
Marshall Field

# D7/309 XR THE BEST OF CHICAGO

Buyers shopping the International Housewares Exposition in Chicago this month found color continuing to create excitement as slate blue and jewel tones washed across many product categories. The ice cream craze gained a new dimension with ice cream cone makers hitting the McCormick Place scene for the first time.

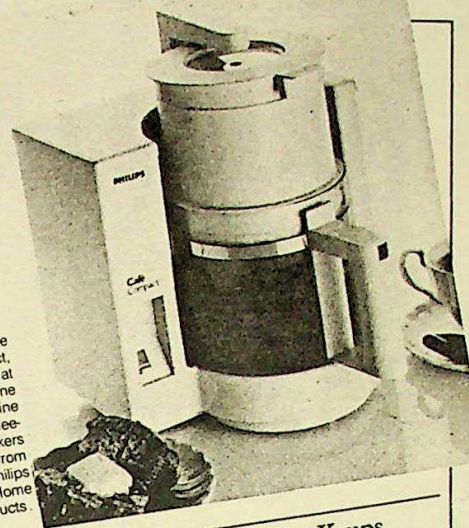
In electrics, new European lines generated interest, while step-features lived-in established categories such as food processors and toaster-ovens. Some products that received good reviews from buyers at the show appear here.

"I bought the new Broil-King toaster-oven-broilers in white. It has all the bells and whistles including timers, thermostat and improved continuous clean interior. I know another catalog show-room bought the black version of the unit."

— Gary Shearer,  
hardlines GMM,  
Consumers Distributing

"HFD"  
Nov. 24, 1986  
PAGE 70

Cafe  
Compact,  
retailing at  
\$70, one  
of nine  
coffee-  
makers  
from  
Philips  
Home  
Products.

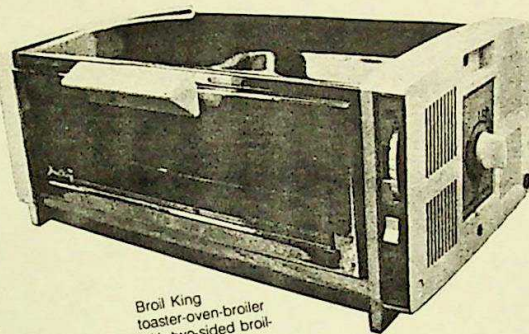


"Philips fills a niche that Krups can't fill at the high end."

— John Scaduto,  
buyer,  
Wanamaker's

"I was impressed by the new Philips line, particularly toasters and coffee-makers."

— Caesar Petinato,  
buyer, Boscor's



Broil King  
toaster-oven-broiler  
with two-sided broiling  
system and  
automatic shut-off  
timer from Hudson  
Standard Retail,  
\$109.99

"Tefal's cordless electric kettle is very clever, very interesting."

— Patricia Stafford,  
buyer,  
Sperry & Hutchinson



Freeline cordless  
kettle, above,  
\$69.99 retail, and  
Super Deep Fryer,  
left, \$89.99 retail,  
from the Tefal Appliance  
division of  
T-Fal.

Stovetop ice  
cream cone  
maker,  
above, from  
Nordic  
Ware. Retail,  
\$32. Cone  
Factory for  
making ice  
cream cones  
in the micro-  
wave oven,  
right, from  
Tara Products.  
Retail,  
\$15.



"Ice cream is growing. Nordic's and Tara's cone makers look good."

— John Blackmore,  
buyer,  
Kohl's

"I've found many exciting new items. Nordic's ice cream cone maker was interesting."

— Cal Eller,  
GMM,  
Venture Stores

"We sell a lot of deep fryers. I like the new Tefal fryer with the filters that eliminates the greasy smell."

— Steve Urycki,  
buyer, Spiegel

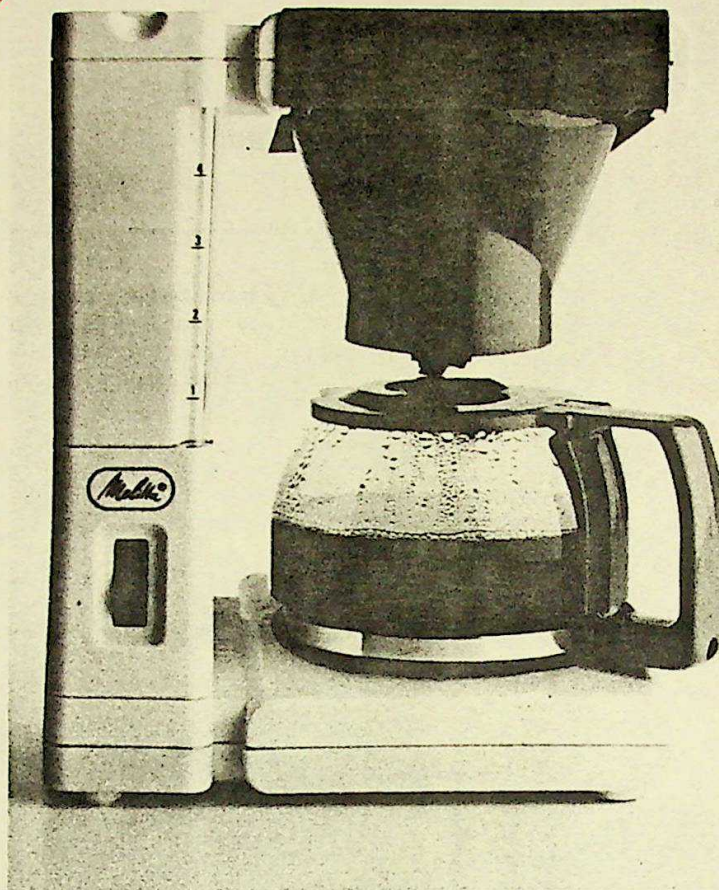




Products

DT-309 #2

HFD PAGE 110  
NOV. 24, 1986



### Coffee for Four

Model SCM-4S Elan is a four-cup drip coffeemaker that retails at \$39.95. It has European styling in white and pewter gray. It also has a graduated water level with indicator with a floating marker, automatic drip stop and pistol grip carafe handle. From MELITTA INC., Cherry Hill, N.J.

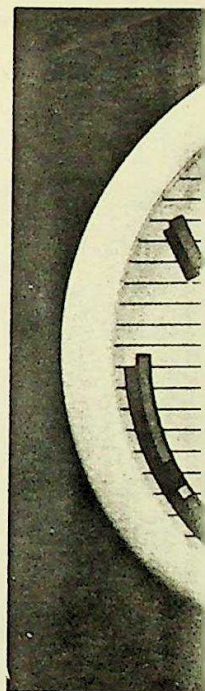
### Grafix

Decorative wall clock called Grafix has contemporary styled dial graphics with matching colored hands. The clock is 10 inches in diameter and 1 1/4 inches deep. It has a white case with protective lens over dial. The quartz model is designed to retail under \$20. From HARRIS & MALLOW, Lakewood, N.J.

### Advant-Edge

New Advant-Age cutlery collection is Euro-style. It has full-tang, triple-riveted construction and hand-edged blades (except ser-

rated utility-steak knife). Knives in the six-SKU line retail in open stock from \$6 to \$10.95. From IMPERIAL KNIFE, New York.



What a Shaver!

Revolutionary,  
cordless,  
black man's  
What a Shaver.

AHL!

omers want,  
d packaging  
ooking for  
stomer  
th Wahl:

"Wahl is the best.  
What A Shaver did  
onders for my face."  
HAT A SHAVER USER

retailer ad programs.

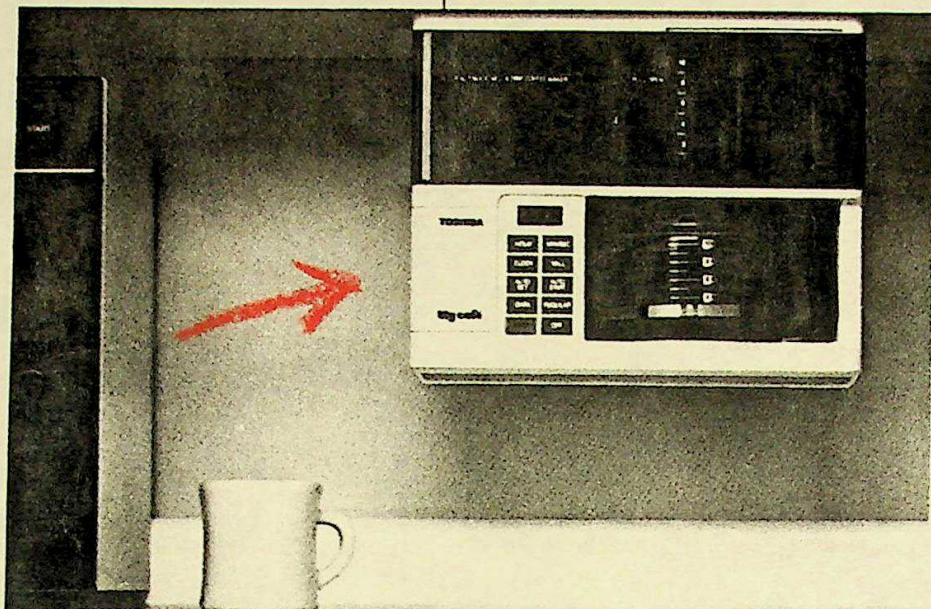


D7-309 XR

MAY, 1986

DESIG

Now available over the counter.



For all those who suffer from chronic lack of space, Toshiba introduces the first grind and brew coffeemaker that fits under your cabinet. It's the 10-cup programmable My Café, and it makes the world's freshest coffee. Best of all, it makes the world's emptiest counter.

In Touch with Tomorrow  
**TOSHIBA**

Toshiba America, Inc., 82 Totowa Road, Wayne, NJ 07470

PAGE 118

HOUSE &amp; GARDEN



Send 50¢ for our full-color pamphlet  
Hekman Furniture, Dept. HG  
1400 Buchanan S.W.  
Grand Rapids, MI 49507

Obviously  
**HEKMAN**

Showrooms in Trade Mart-Dallas, Hamilton, Mass., Charlotte, N.C., and Raleigh, N.C.

ment parallel to the rise  
tile middle class in Holl

A number of the thin  
sider to be characterist  
are in fact specific to E  
ish upstarts who prevail  
the 250 years of the of  
Kabuki theater, more a  
ful, and exaggerated th  
No drama, arose as a fa  
entertainment. Darin  
wood-block prints exto  
e—the “floating world  
versions clustered a  
numerous waterways—  
fad among an uneducat  
eschewed the subtlety of  
painting and calligraphy  
cated Zen sect of Bud  
contributed so much to  
few inroads in Edo, w  
craved experiences mo  
and earthy than imaginir  
one hand clapping. Eve  
ably the world's best f  
cept, is indigenous to th  
Bay. It was, all told, one  
first great popular cultu  
advance of the West it le  
art, which became a ma  
of the sensibility of the m

In the eighteenth ce  
population grew to 1.3 m  
it the world's largest city  
ing a number of the soci  
and design conventions  
practical methods for co  
treme overcrowding. N  
more intricate and delic  
manners than the Japane  
a one-to-one basis), an  
limited interior space l  
more ingenuity than on  
tle islands. But for all th  
that Japan's smallness h  
is Tokyo's limitless capac  
modation and absorptio  
source of its astounding r  
urban organism. As Yu  
puts it, “Edo's culture wa  
taking into its fold both  
sons. It was not a patriar  
that killed or drove aw  
weren't up to standard. I  
to attain purity throug  
and deletions. It contin  
something new throug  
mixture, and blending.”

It is that synthesis sp  
was sought in the Walker

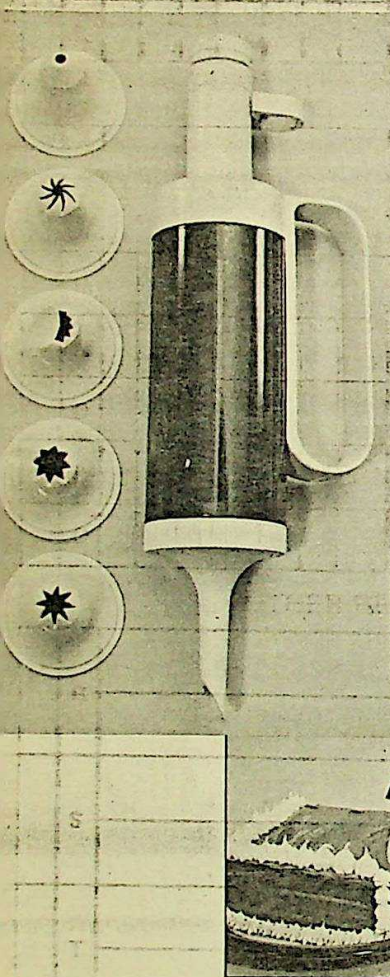


By KATHLEEN MAHONEY

PAGE 122

**ICK  
THE DRAW**

hand is all you need to operate this plastic cake decorator. Its large-capacity transparent container is easy to fill; contents are always visible. Six nozzles allow a wide range of garnishes and decorations. It's \$12 from Leifheit.

**ONE-CUP WONDER**

Quick Café™, a new automatic drip mini-coffeemaker, brews one cup then shuts off automatically. Dual brewing chambers have permanent micromesh filters, and a brew control lets you select the strength of your beverage from mild all the way to espresso. The insulated cup fits neatly over base and stored filter, making it an ideal traveling companion. It comes with a filter, loading spoon, cup coaster and retails for \$30. ■

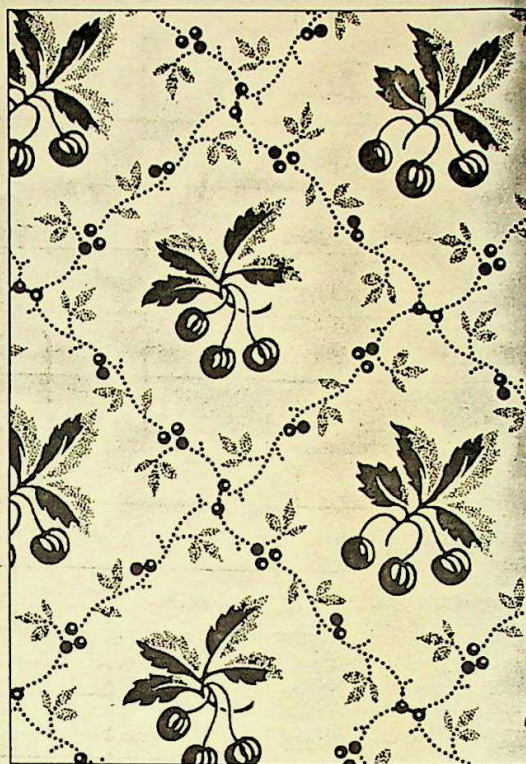
FOR MORE DETAILS, SEE PRODUCT INFORMATION

**GLASSES STASHED**

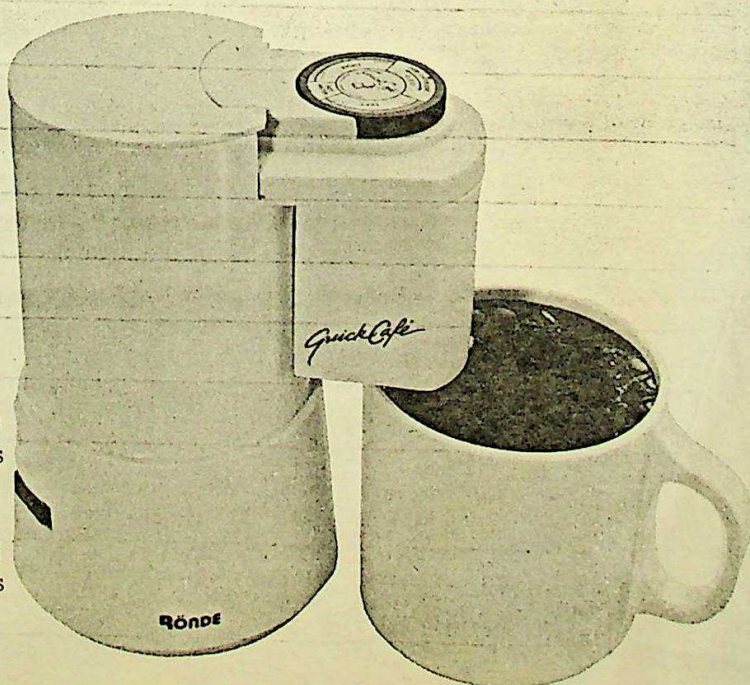
Stemtrak™, a space-saving rack for storing stemmed glasses, has acrylic channels for glasses to slide into upside down. It's made to be installed under cabinets or shelves. Each unit, 9½ inches deep and 11¼ inches long, includes three channels and holds up to 12 glasses. Available in clear or smoke, it retails for \$6 from Cadence, Inc.

**STOCK ROOM**

Farberware has added two stainless steel "Souper Pots" in 10- and 12-quart capacities to its extensive cookware line. These voluminous pots are perfect for simmering stews and stocks. Each has stainless-steel tubular handles and sleek, low-shoulder dome covers. The 10-quart pot retails for \$50; the 12-quart pot is \$60.

**YARDS OF FRUIT**

"Cherries," a fresh country wallpaper with matching fabric, is one of Laura Ashley's new offerings—in black on white with a two-inch repeat. A 10-yard roll of wallpaper, 21 inches wide, is \$17.50. Cotton fabric, 48 inches wide, is \$12.50 per yard. Plastic-coated cotton, in a 45-inch width, is \$18.





## APRIL, 1986 KITCHEN ESSENTIALS

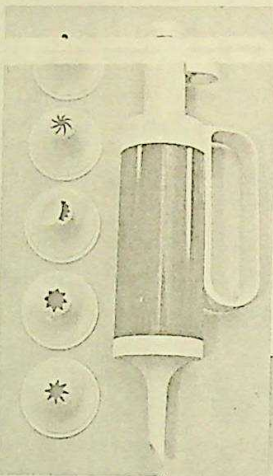
HOUSE BEAUTIFUL

By KATHLEEN MAHONEY

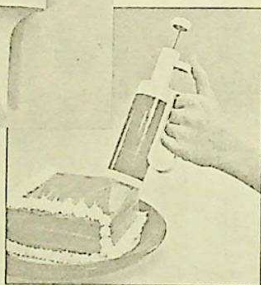
PAGE 122

### QUICK ON THE DRAW

One hand is all you need to operate this plastic cake decorator. Its large-capacity transparent container is easy to fill; the contents are always visible. Six nozzles allow a wide range of garnishes and decorations. It's \$12 from Leifheit.



ELIZABETH HARTMAN



### ONE-CUP WONDER

Quick Café™, a new automatic drip mini-coffeemaker, brews one cup then shuts off automatically. Dual brewing chambers have permanent micromesh filters, and a brew control lets you select the strength of your beverage from mild all the way to espresso. The insulated cup fits neatly over base and stored filter, making it an ideal traveling companion. It comes with a filter, loading spoon, cup coaster and retails for \$30. ■

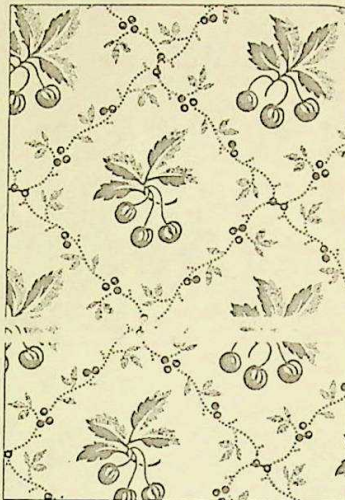
FOR MORE DETAILS, SEE PRODUCT INFORMATION

### GLASSES STASHED

Stemtrak™, a space-saving rack for storing stemmed glasses, has acrylic channels for glasses to slide into upside down. It's made to be installed under cabinets or shelves. Each unit, 9½ inches deep and 11½ inches long, includes three channels and holds up to 12 glasses. Available in clear or smoke, it retails for \$6 from Cadence, Inc.

### STOCK ROOM

Farberware has added two stainless steel "Souper Pots" in 10- and 12-quart capacities to its extensive cookware line. These voluminous pots are perfect for simmering stews and stocks. Each has stainless-steel tubular handles and sleek, low-shoulder dome covers. The 10-quart pot retails for \$50; the 12-quart pot is \$60.



### YARDS OF FRUIT

"Cherries," a fresh country wallpaper with matching fabric, is one of Laura Ashley's new offerings—in black on white with a two-inch repeat. A 10-yard roll of wallpaper, 21 inches wide, is \$17.50. Cotton fabric, 48 inches wide, is \$12.50 per yard. Plastic-coated cotton, in a 45-inch width, is \$18.



Every day,  
ma



In 1911, long before the Upton



had grown into the Whirlpool Corporation, we were building our washing machines with one simple idea: Make them right, or don't make them at all.

Our promise to you has always been simple, too. Build and sell only good quality, honest appliances, designed to give you your money's worth, and stand behind them with pride.

Today, that promise comes with every one of our full line of Whirlpool® quality home appliances. And a lot more.

Expert advice is always as close as your phone. Whirlpool was the first in the





D 7-309



# Housewares

## West Bend in new areas

### Toaster oven, food processor, cordless unveiled

WEST BEND, Wis. — West Bend is entering the toaster-oven-broiler, food processor and cordless appliance categories this year. The company also is introducing its second cordless iron.

The products will be first shown

at the April housewares show and signal the company's intent to gain a stronger position in basic categories.

"With the increasing emphasis that is being placed on return-on-investment, most big retailers are leery of carrying fringe items," Gus English, president, told HFD. "We want to be in major categories. The way to do it, especially if you come in late, is with highly innovative products. If we come in with just another product, the effort wouldn't suc-

ceed. We have to find a way to be different."

"Developing these products is difficult and expensive," he added. High unit volume is required in order to justify the investment.

"We have been increasingly ag-

gressive in developing new prod-

ucts, and you are going to be seeing a lot more from West Bend next year. We are looking closely at how consumer lifestyles are changing and how innovative products can appeal to new consumer needs.

"We are determined to become more of a factor in the basic small appliance categories," Tom Kieckhafer, vice president, sales and marketing, told HFD. "I can't recall when we've introduced four products in basic categories at one show."

The Oven Up toaster-oven-broiler features an expandable cavity, a feature not offered in other models currently on the market. The compact position is for toasting, up to six slices at a time. The oven position is for baking, roasting and broiling. Kieckhafer emphasized that the Oven Up can accommodate a 13-by-9-by-2-inch pan in the oven position.

Users can switch between the two cavity-size positions by turning levers on the unit's sides. The product can be used under the cabinet or on the counter. The compact position saves space for storage.

The models feature microprocessor controls for accurate temperature sensing. An electronic tone signals when the oven reaches the desired temperature. The controls also indicated when toast is done, and automatically shuts it off.

Removable oven panels, rack

(See WEST BEND, page 63)

"We are determined to become more of a factor in the basic small appliance categories."

Tom Kieckhafer, vice president

at the April housewares show and signal the company's intent to gain a stronger position in basic categories.

"With the increasing emphasis that is being placed on return-on-investment, most big retailers are leery of carrying fringe items," Gus English, president, told HFD. "We want to be in major categories. The way to do it, especially if you come in late, is with highly innovative products. If we come in with just another product, the effort wouldn't suc-

ceed. We have to find a way to be different."

"Developing these products is difficult and expensive," he added. High unit volume is required in order to justify the investment.

Removable oven panels, rack

(See WEST BEND, page 63)

## Norelco introduces higher-priced, higher-styled coffeemaker line

STAMFORD, CT. — Norelco is mounting a challenge for leadership in the automatic-drip coffeemaker category with a brand new line of higher-priced, higher-styled units.

The new 10- and 12-cup coffeemakers will be priced \$10 to \$15 higher at retail than the units Norelco now markets, according to William Kelso, manager of kitchen appliances for Norelco's consumer products divisions.

They have the soft contours that many in the industry call Eurostyling. Kelso uses the term soft design, however, noting that the Norelco coffeemakers will be made in the United States, not in

Europe.

The coffeemakers incorporate features such as automatic shutoff, pause control and a highly-visible safety light. Norelco will highlight these features when positioning its coffeemakers against other Eurostyle units on the market.

The coffeemakers, which will be ready for shipment August 1, will not carry rebates, Kelso said.

"We have made a long term commitment here," said Kelso, noting that the coffeemakers have been two years in development and represent a dollar investment that runs into eight figures.

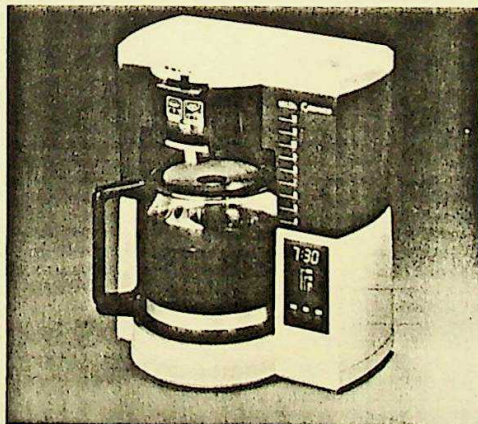
Kelso stressed that the key to Norelco's strategy is to offer cof-

feemakers which are not only more attractive, but also more fully-featured. He said that Norelco's units offer the features that consumers find most desirable in coffeemakers.

"We have done our homework," Kelso said. "Our research shows that 74 percent of the consumers tracked believe that a safety light is the most important feature of a coffeemaker, while 64 percent think that an automatic shutoff is most important."

In addition to automatic shutoff, safety light and pause control, the new coffeemakers also include such traditional Norelco

(See Norelco, page 64)



Norelco's top-of-the-line coffeemaker.

# Come on in Out of the Cold

**Maddin**  
ENTERPRISE

#1 IN PORTABLE KEROSENE HEATERS

CALL 1-800-325-4828



PAGE 57 HFD MARCH 3, 1986



"We are determined to become more of a factor in the basic small appliance categories."

*Tom Kieckhafer, vice president*

at the April housewares show and signal the company's intent to gain a stronger position in basic categories.

"With the increasing emphasis that is being placed on return-on-investment, most big retailers are leery of carrying fringe items," Gus English, president, told HFD. "We want to be in major categories. The way to do it, especially if you come in late, is with highly innovative products. If we come in with just another product, the effort wouldn't suc-

gressive in developing new products, and you are going to be seeing a lot more from West Bend next year. We are looking closely at how consumer lifestyles are changing and how innovative products can appeal to new consumer needs.

"We are determined to become more of a factor in the basic small appliance categories," Tom Kieckhafer, vice president, sales and marketing, told HFD. "I can't recall when we've introduced four products in basic categories at

baking, roasting and broiling. Kieckhafer emphasized that the Oven Up can accommodate a 12- by 9- by 2-inch pan in the oven position.

Users can switch between the two cavity-size positions by turning levers on the unit's sides. The product can be used under the cabinet or on the counter. The compact position saves space for storage.

The models feature microprocessor controls for accurate temperature sensing. An electronic tone signals when the oven reaches the desired temperature. The controls also indicated when toast is done, and automatically shuts it off.

Removable oven panels, rack (See **WEST BEND**, page 63)

## Higher-priced, feature-rich line

makers incorporate automatic shutoff, and a highly-visible Norelco will highlight its positioning its against other on the market. ers, which will be nt August 1, will , Kelso said. de a long term e," said Kelso, coffeemakers have development and investment that gures. that the key to y is to offer cof-

feemakers which are not only more attractive, but also more fully-featured. He said that Norelco's units offer the features that consumers find most desirable in coffeemakers.

"We have done our homework," Kelso said. "Our research shows that 74 percent of the consumers tracked believe that a safety light is the most important feature of a coffeemaker, while 64 percent think that an automatic shutoff is most important."

In addition to automatic shutoff, safety light and pause control, the new coffeemakers also include such traditional Norelco

(See **NORELCO**, page 64)



Norelco's top-of-the-line coffeemaker.

## Be on in the Cold



#1 IN PORTABLE KEROSENE HEATERS

CALL 1-800-325-4828

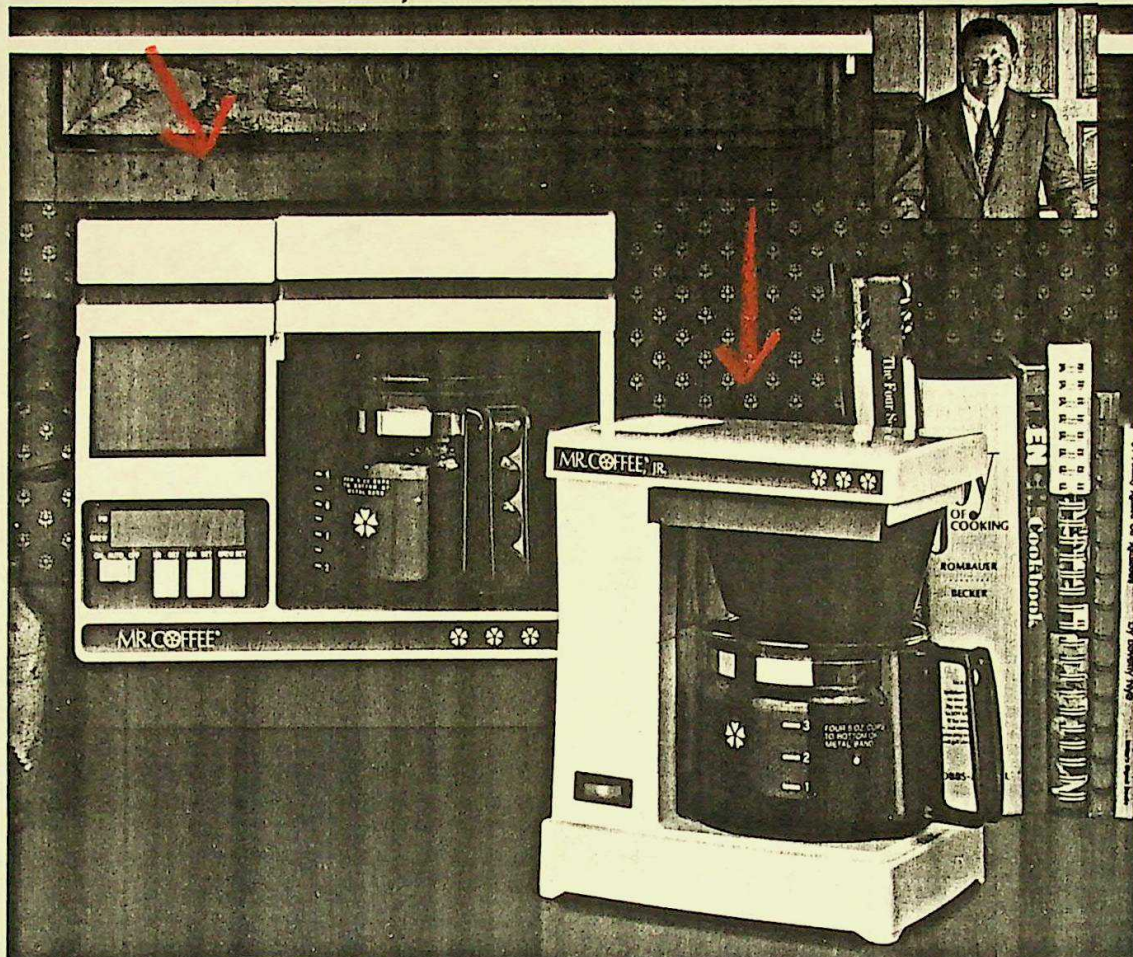
PAGE 57 HFD MARCH 3, 1986



D7-309

"The products are new, the commitment isn't."

— Vincent G. Marotta  
Chairman, North American Systems



HFD

MARCH 10, 1986

PAGE 52

*Your perfect partner  
for profits.*

"We started out by changing the way America makes coffee, almost 13 years ago. We've continued to deliver innovative products that make things easier for your customer (and make selling easier for you). The new Mr. Coffee UTC, for Under-The-Counter, gives you a slimmer design with an exclusive water system. And Mr. Coffee Jr. is the perfect second coffeemaker for many homes, and just the right size for an office, apartment or college dorm.

"But one thing we'll never change is our commitment to you. We'll keep coming through with advertising and promotional support, as well as product innovation, to make sure Mr. Coffee stays your #1 line. That's the kind of commitment you'd expect from the leader. That's what you get from Mr. Coffee."

North American Systems, Inc.  
24700 Miles Road, Bedford Heights, Ohio 44146, (216) 464-4000

**MR. COFFEE.**



HFD

MARCH 10, 1986

PAGE  
52

PAGE 52

"The products are new, the commitment isn't."

— Vincent G. Marotta  
Chairman, North American Systems



"We started out by changing the way America makes coffee, almost 13 years ago. We've continued to deliver innovative products that make things easier for your customer (and make selling easier for you). The new Mr. Coffee LTC

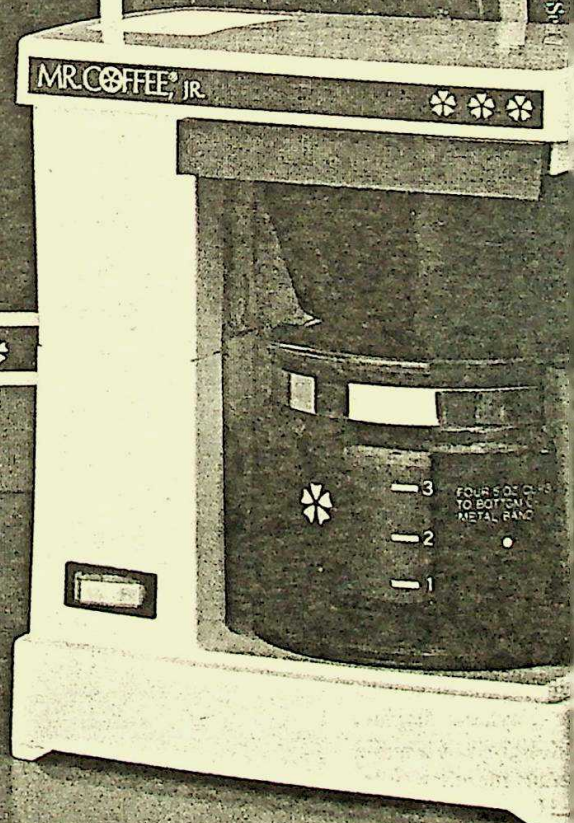
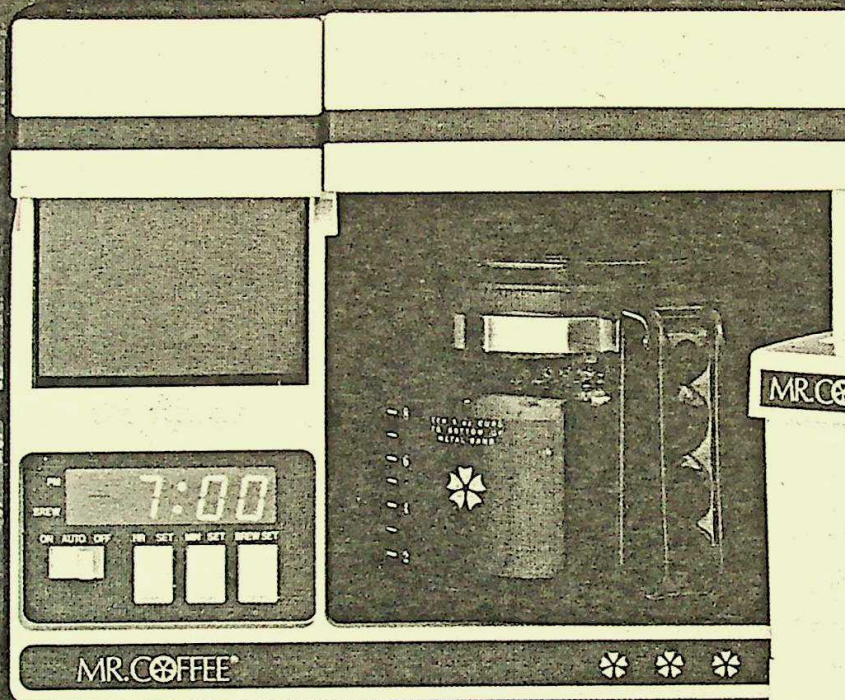
F.D



PAGE 52 HFD

MARCH 10, 1986

"The products are new, the comm



HFD

"We started out by changing the way Amer  
ago. We've continued to deliver innovative pro  
for your customer (and make selling on



D7-309

# What does a handle have to do with a good cup of coffee?

Perfection, it's said, lies in the details, and one's attention to them.

At Braun, we apply this philosophy to everything we do, including the making of a good cup of coffee.

Examine the handle of our coffeemaker. It's designed to offer a firm hold and comfortable grip—just the thing for hot coffee early in the morning.

Our pivoting filter is another detail. But it's designed so you can brew a pot of coffee with one hand, while the other makes toast. And our anti-drip device is designed to insure that coffee drips into the carafe, not on the hot plate.

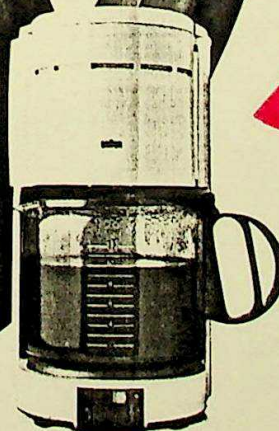
What do such details add up to?

Some \$500 million in the sale of Braun products worldwide.

And our passion for design doesn't stop with our products. Our sales program is designed to perform as well for you as our coffeemaker will for your customers.

**BRAUN**

Designed to perform better.





said, lies  
d one's  
m.  
e apply this  
everything  
ding the  
a good cup of

D7-309

ine the handle of  
ffeemaker. It's de-  
d to offer a firm hold  
comfortable grip—  
t the thing for hot coffee  
arly in the morning.

Our pivoting filter is  
another detail. But it's  
designed so you can brew  
a pot of coffee with one  
hand, while the other  
makes toast. And our anti-  
drip device is designed  
to insure that coffee drips  
into the carafe, not on  
the hot plate.

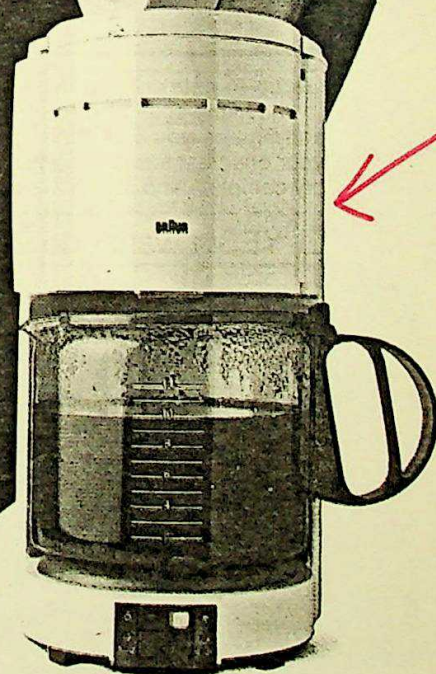
What do such details  
add up to?

Some \$500 million in  
the sale of Braun products  
worldwide.

And our passion for  
design doesn't stop with  
our products. Our sales  
program is designed to  
perform as well for you as  
our coffeemaker will for  
your customers.

**BRAUN**

Designed to perform better.



HOUSEWARES PAGE 23  
FEBRUARY 21-27, 1986

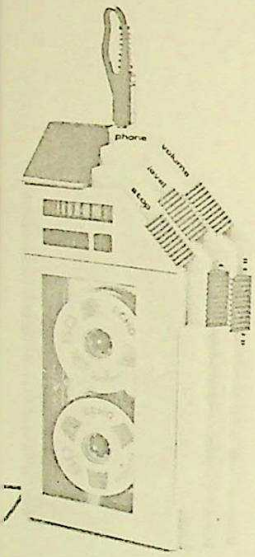


D7/309

JAN., 1986

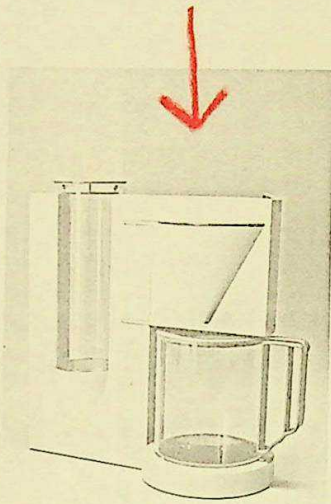
"FORM"

PAGE 41



**Haptische Konsequenz:** Reportersettenrecorder, den Kai Lüchow in der Differenzierung unverwechselbar in Form und Bedienung gestaltete, GHS Appertal (Dozent: U. Reif).

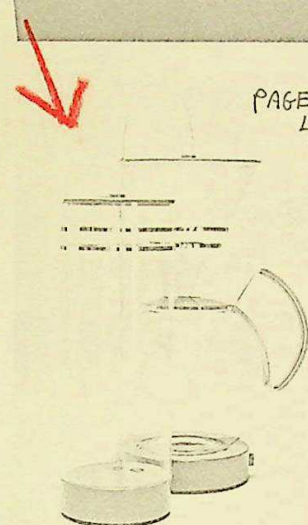
schon Freiraum Klaus Botta von der Offenbach (Dozent: Stefan Heiliger) einem Gestaltungskonzept, das den Player klar gliedert, leicht bedienbar übersichtlich macht.



»coffee team« nennt Harald Krücher aus Hamburg seine formal-grafische Interpretation des Gestaltungsthemas »Kaffeemaschine«.

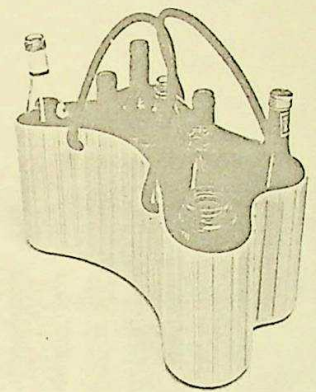


**Ein Hefter** – erdacht sowohl für Längs- wie Querheftung durch ein ausschwenkbares Magazin von Andreas Meyer, HfK Hamburg.

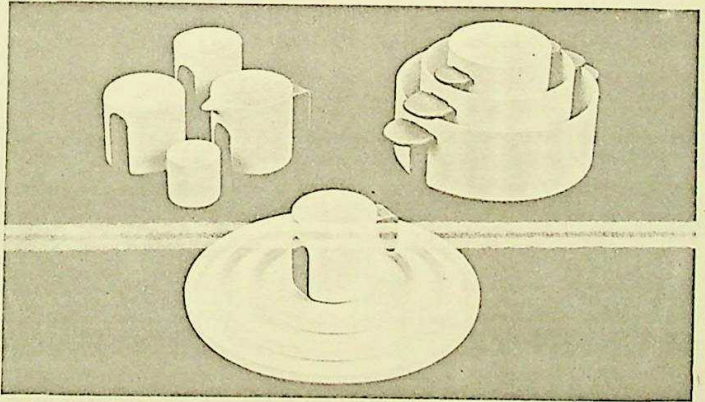


In gläserner Transparenz, die an »Tee« erinnert, eine Kaffeemaschine des HfBK-Studenten Norbert Koop, Hamburg.

PAGE 41 FORM JANUARY, 1986

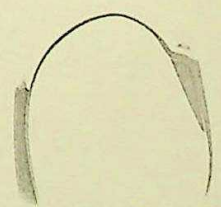
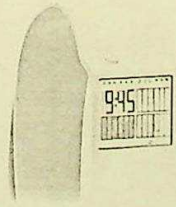
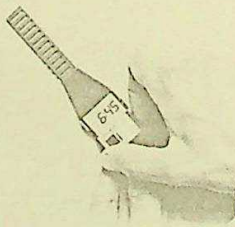
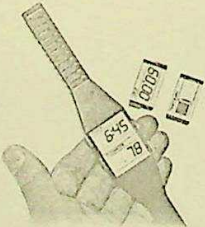


**Thema »Recycling«:** Altglas-Flaschen-Behälter, der das schon in der Form assoziiert, gut zu tragen, entworfen von Markus Wild, GHS Essen (Doz.: Friedbert Obitz).



»live« – ein Systemgeschirr aus mattweißem Feinstingut, kombiniert mit weißen oder farbigen Griffen aus ABS-Kunststoff, die zur Reinigung abnehmbar sind.

schlichte Grundformen – der Griff als »tragendes« Element. Ein Entwurf von der Design-Studentin Verena Kloos, Braunschweig.

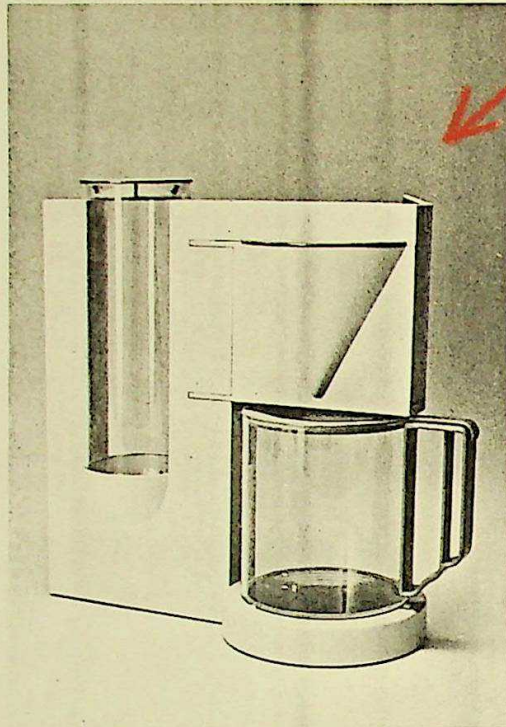




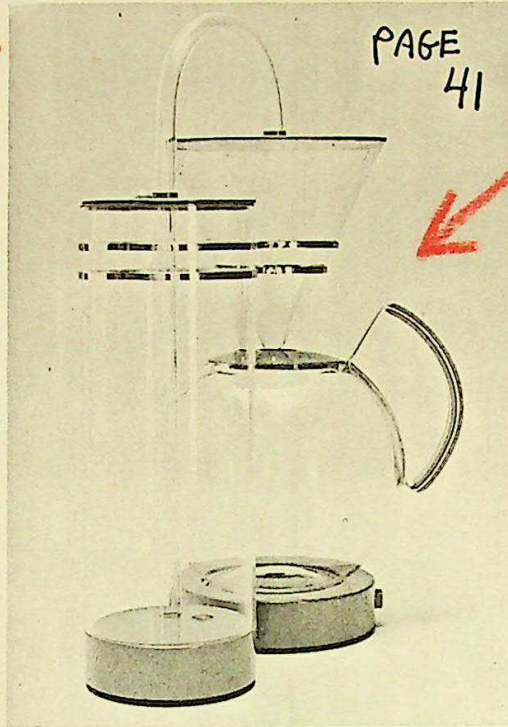
D7/309

PAGE 41

JAN. 1986  
"FORM"



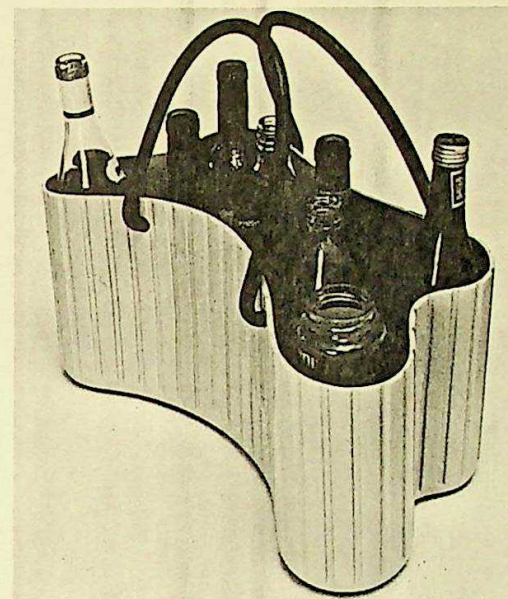
»coffee team« nennt Harald Krischer aus Hamburg seine formal-grafische Interpretation des Gestaltungsthemas »Kaffeemaschine«.



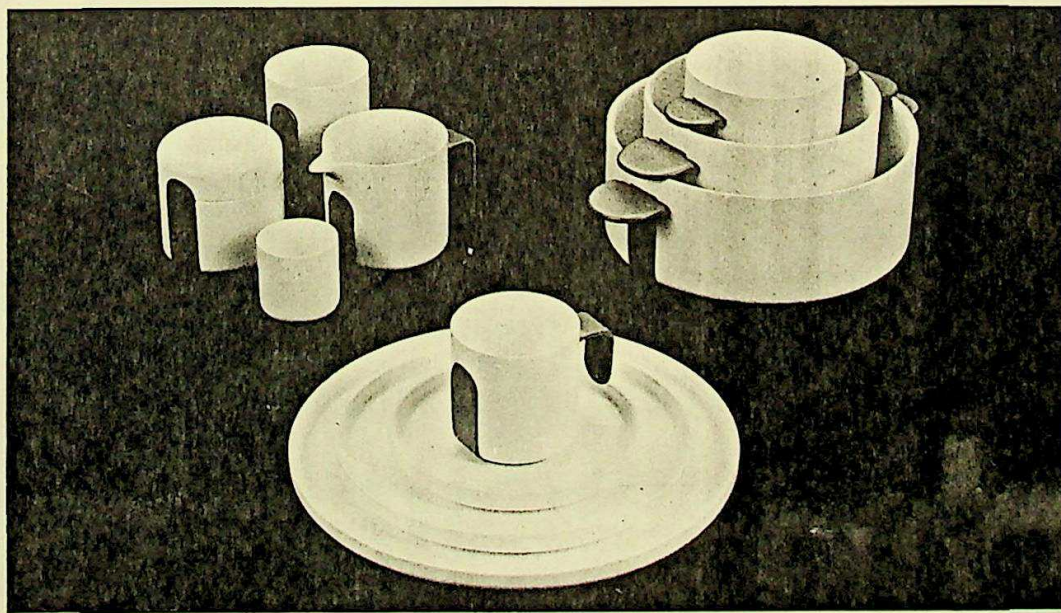
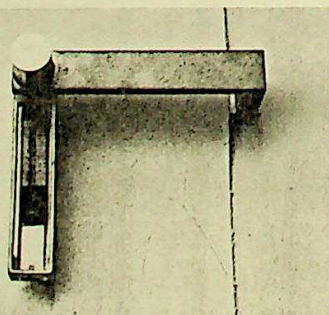
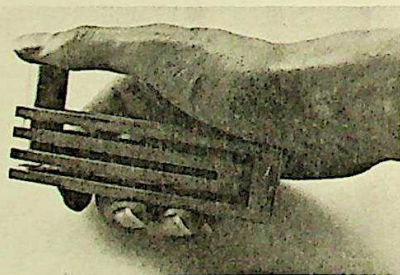
PAGE 41

In gläserner Transparenz, die an »Tee« erinnert: eine Kaffeemaschine des HfBK-Studenten Norbert Koop, Hamburg.

FORM  
JANUARY, 1986



Thema »Recycling«: Altglas-Flaschen-Behälter, der das schon in der Form assoziiert, gut zu tragen; entworfen von Markus Wild, GHS Essen (Doz.: Friedbert Obitz).





## Auf der Suche nach der Form des Teeautomaten

Schularbeiten

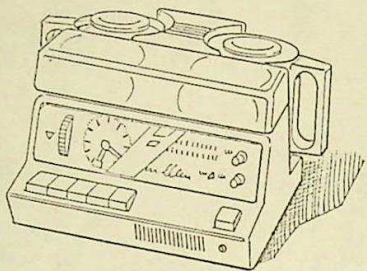
Odo Klose gestaltete mit acht Studenten:

Teeautomaten – die nicht wie Kaffeemaschinen aussehen

FORM PAGE 44  
JANUARY, 1986

Nachdem die Zubereitung von Kaffee in den letzten Jahren fast völlig von den Kaffeemaschinen beherrscht wird, schien es an der Zeit, auch Teeautomaten zu entwickeln. Es lag nahe, daß im teetrinkenden England bereits derartige Geräte in Benutzung waren. Und so war es auch:

Englands letzter Schrei ist »Teasmade«, ein Radiowecker mit Nachttischbeleuchtung und Teeautomat. Eine Gerätekombination, die stark auf landesübliche Gewohnheiten zugeschnitten ist und ihre Form wohl noch nicht gefunden hat.



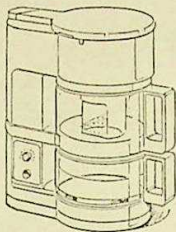
Dabei hat die Teemaschine eine lange Tradition, denn der russische Samowar ist bereits ein Teeautomat, wenn er auch nach einem etwas anderen Zubereitungsprinzip arbeitet – mit dem Wasser aus einem Heißwasserkessel wird Teekonzentrat auf Trinkstärke verdünnt.



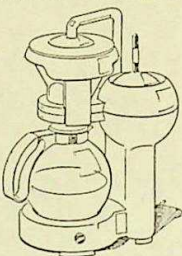
Die gebräuchlichste Tee»maschine« ist jedoch heute noch die klassische Keramik-Kanne mit einhängbarem Filterbeutel auf einem Stövchen mit Teelicht.



Der neue Teeautomat von Krups, »TeaTime« genannt, besitzt zwar eine eingebaute Ziehzeit-Regulierung und hält sich, laut Werbung, an die »5 goldenen Teeregeln«, die Geräteform aber ist der Form des Kaffeemaschinen entlehnt. Die Anmutungsqualität »Tee« stellt sich nicht ein, ist bei der Gestaltung nicht erkennbar.



Eher kommt dieser Forderung das Gerät »Aroma Art« von Melitta nach, dessen Kugelformen an die traditionell bauchigen Teebehälter erinnern. Aber »Aroma Art« ist ein Kaffeemaschine!



Jedes Gerät weist Formmerkmale auf, die auf seine Eigenschaften schließen lassen. Tee und Kaffee sind nicht nur im Geschmack völlig verschieden, auch die Wirkungsweise und die ausgelassenen Empfindungen sind nicht dieselben. Deshalb sollte sich eine Teemaschine auch in ihrem Design von einer Kaffeemaschine unterscheiden.

Als wir uns 1982 an der Bergischen Universität in Wuppertal in einem Konzeptions- und Entwurfsseminar mit der Aufgabe vertraut machten, war uns allen klar, daß auch neue Formen gesucht werden mußten.

Die prinzipielle Funktionsstruktur der Teebereitung bildete den Ausgangspunkt:

- Wasser zum Kochen bringen;
- auf die Teeblätter gießen;
- ziehen lassen, je nach Geschmack zwischen 5 und 5 Minuten;
- abseihen in Trinkgefäße oder in die Teekanne.

Eine Teemaschine muß diesen Vorgang möglichst genau nachvollziehen. Jeder Kompromiß führt zwangsläufig zu schlechterem Geschmack. Im Laufe unserer Entwicklungsarbeit zeigte sich, daß die Funktionsstruktur verschiedene Lösungsmöglichkeiten zuließ, die zu unterschiedlichen Baustrukturen führten und diese wiederum zu unterschiedlichem Aussehen. Die Gestaltungsstrukturen zeigen jedoch, daß unabhängig von Funktions-

Bauprinzip den stärksten Einfluß auf die Formfindung die individuellen Vorstellungen der idealen Teebereitung hatten. Ganz deutlich kann man in den neuen Formen die Leitgestalten der Teekanne, des Samowars oder auch des Küchengerätes erkennen. Aber auch andere Formen entstanden, die vielleicht an die Formensprache Ostasiens, der Heimat der Teekultur, erinnern.

Die Zeichnungen auf der gegenüberliegenden Seite erläutern das jeweilige Funktions- und Bauprinzip der entwickelten Teeautomaten.

- 1 – Eine Form, die an einen Samowar erinnert, ohne direkt dessen Formensprache zu imitieren. Die Verwendung keramischer Werkstoffe verstärkt die traditionelle Anmutung ebenso wie die Verwendung der eigenen Teekanne.
- 2 – Die klassische Teebereitung in drei getrennten Behältern; Wasserkocher, Ziehgefäß und Servierkanne aus Keramik sind räumlich versetzt angeordnet.
- 3 – Dasselbe Prinzip in anderer Anordnung, als Kaskade einfach und verständlich dargestellt.
- 4 – Dem Prinzip des Kaffeemaschinen folgend und trotzdem keine Nachahmung: Servierkanne und Ziehbehälter sind kugelig und bilden einen Kontrast zum zylindrischen Wasserkocher.
- 5 – Ein kompaktes Gerät in Zylinderform mit eingefügter Servierkanne und oberliegendem Wasserkocher. Der Teebehälter ist mittig angeordnet und federt nach der Ziehzeit aus der Servierkanne heraus.
- 6 – Die klassischen Formen von Wasserkessel und Teekanne bilden hier die Grundlage für eine äußerst kompakte Bauweise. Drei Behälter in einer Form, so klein, daß die Teebereitung wieder am Tisch erfolgen kann.
- 7 – Ein Gerät, das an alte japanische Lackgefäße denken läßt. Der Kugel als Grundform von Koch/Zieh- und Servierbehälter ordnen sich die Gehäuseformen – auf ein Minimum reduziert – harmonisch zu.
- 8 – Ebenfalls ein Tischgerät in kompakter Bauweise, nur nach einem anderen Wirkprinzip. Das kochende Wasser durchströmt den Teebehälter, über die Kochzeit wird die Ziehzeit bestimmt. Aus dem Gerät kann direkt serviert werden.

Die Ergebnisse dieser Gestaltungsübung zeigen, daß die Funktionserfüllung allein noch keine neue Form ergibt. Auch die Umsetzung der Funktion in eine Baustruktur läßt noch viele Möglichkeiten offen, die sich erst durch das Einbringen von Empfindung und Bedeutung zur endgültigen, typischen Gestalt verdichten – denn ein Teeautomat, der aussieht wie eine Kaffeemaschine, hat seine endgültige Form noch nicht gefunden.

Dozent: Prof. Odo Klose,  
Bergische Universität  
Wuppertal  
Teilnehmer: Peer Lullmann,  
Poldi Rits Fountoukis,  
Hartmut Bohlke,  
Alfred Fordin,  
Kornrad Schärer,  
Thomas Overlun,  
Michael Grebe,  
Reinhold Brüggemann



# Auf der Suche nach der Form des Teeautomaten

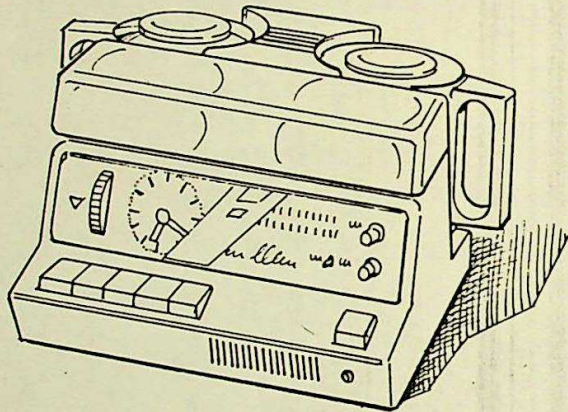
Odo Klose gestaltete mit acht Studenten:

Teeautomaten – die nicht wie Kaffeeautomaten aussehen

FORM PAGE 44  
JANUARY, 1986

Nachdem die Zubereitung von Kaffee in den letzten Jahren fast völlig von den Kaffeeautomaten beherrscht wird, schien es an der Zeit, auch Teeautomaten zu entwickeln. Es lag nahe, daß im teetrinkenden England bereits derartige Geräte in Benutzung waren. Und so war es auch:

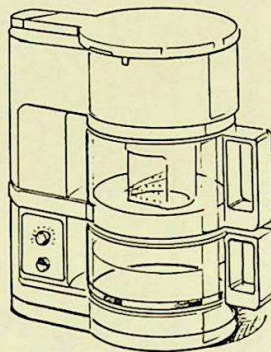
Englands letzter Schrei ist »Teasmade«, ein Radiowecker mit Nachttischbeleuchtung und Teeautomat. Eine Gerätekombination, die stark auf landesübliche Gewohnheiten zugeschnitten ist und ihre Form wohl noch nicht gefunden hat.



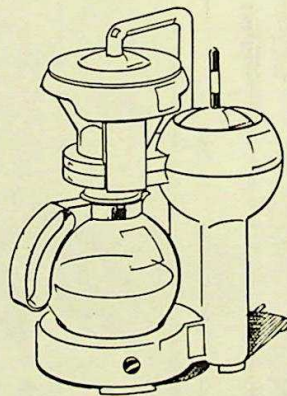
Dabei hat die Teemaschine eine lange Tradition, denn der russische Samowar ist bereits ein Teeautomat, wenn er auch nach einem etwas anderen Zubereitungsprinzip arbeitet – mit dem Wasser aus einem Heißwasserkessel wird Teekonzentrat auf Trinkstärke verdünnt.



Der neue Teeautomat von Krups, »TeaTime« genannt, besitzt zwar eine eingebaute Ziehzeit-Regelung und hält sich, laut Werbung, an die »5 goldenen Teeregeln«, die Geräteform aber ist der Form des Kaffeeautomaten entlehnt. Die Anmutungsqualität »Tee« stellt sich nicht ein, ist bei der Gestaltung nicht erkennbar.



Eher kommt dieser Forderung das Gerät »Aroma Art« von Melitta nach, dessen Kugelformen an die traditionell bauchigen Teebehältnisse erinnern. Aber »Aroma Art« ist ein Kaffeeautomat!



Jedes Gerät weist Formmerkmale auf, die auf seine Eigenschaften schließen lassen. Tee und Kaffee sind nicht nur im Geschmack völlig verschieden, auch die Wirkungsweise und die ausgelösten Empfindungen sind nicht dieselben. Deshalb sollte sich

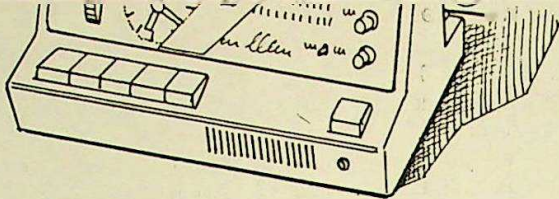
Bauprinzip den stärksten Einfluß auf die Formfindung die individuellen Vorstellungen der idealen Teebereitung hatten. Ganz deutlich kann man in den neuen Formen die Leitgestalten der Teekanne, des Samowars oder auch des Küchengerätes erkennen. Aber auch andere Formen entstanden, die vielleicht an die Formensprache Ostasiens, der Heimat der Teekultur, erinnern.

Die Zeichnungen auf der gegenüberliegenden Seite erläutern das jeweilige Funktions- und Bauprinzip der entwickelten Teeautomaten.

- 1 – Eine Form, die an einen Samowar erinnert, ohne direkt dessen Formensprache zu imitieren. Die Verwendung keramischer Werkstoffe verstärkt die traditionelle Anmutung ebenso wie die Verwendung der eigenen Teekanne.
- 2 – Die klassische Teebereitung in drei getrennten Behältern; Wasserkocher, Ziehgefäß und Servierkanne aus Keramik sind räumlich versetzt angeordnet.
- 3 – Dasselbe Prinzip in anderer Anordnung; als Kaskade einfach und verständlich dargestellt.
- 4 – Dem Prinzip des Kaffeeautomaten folgend und trotzdem keine Nachahmung: Servierkanne und Ziehbehälter sind kugelig und bilden einen Kontrast zum zylindrischen Wasserkocher.
- 5 – Ein kompaktes Gerät in Zylinderform mit eingefügter Servierkanne und obenliegendem Wasserkocher. Der Teebehälter ist mittig angeordnet und federt nach der Ziehzeit aus der Servierkanne heraus.
- 6 – Die klassischen Formen von Wasserkessel und Teekanne bilden hier die Grundlage für eine äußerst kompakte Bauweise. Drei Behälter in einer Form, so klein, daß die Teebereitung wieder am Tisch erfolgen kann.
- 7 – Ein Gerät, das an alte japanische Lackgefäße denken läßt. Der Kugel als Grundform von Koch/Zieh- und Servierbehälter ordnen sich die Gehäuseformen – auf ein Minimum reduziert – harmonisch zu.
- 8 – Ebenfalls ein Tischgerät in kompakter Bauweise, nur nach einem anderen Wirkprinzip.







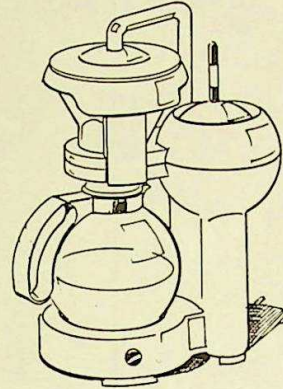
Dabei hat die Teemaschine eine lange Tradition, denn der russische Samowar ist bereits ein Teeautomat, wenn er auch nach einem etwas anderen Zubereitungsprinzip arbeitet – mit dem Wasser aus einem Heißwasserkessel wird Teekonzentrat auf Trinkstärke verdünnt.



Die gebräuchlichste Tee»maschine« ist jedoch heute noch die klassische Keramik-Kanne mit einhängbarem Filterbeutel auf einem Stövchen mit Teelicht.



Eher kommt dieser Forderung das Gerät »Aroma Art« von Melitta nach, dessen Kugelformen an die traditionell bauchigen Teebehälter erinnern. Aber »Aroma Art« ist ein Kaffeeautomat!



Jedes Gerät weist Formmerkmale auf, die auf seine Eigenschaften schließen lassen. Tee und Kaffee sind nicht nur im Geschmack völlig verschieden, auch die Wirkungsweise und die ausgelösten Empfindungen sind nicht dieselben. Deshalb sollte sich eine Teemaschine auch in ihrem Design von einer Kaffeemaschine unterscheiden.

Als wir uns 1982 an der Bergischen Universität in Wuppertal in einem Konzeptions- und Entwurfsseminar mit der Aufgabe vertraut machten, war uns allen klar, daß auch neue Formen gesucht werden mußten.

Die prinzipielle Funktionsstruktur der Teebereitung bildete den Ausgangspunkt:

- Wasser zum Kochen bringen;
- auf die Teeblätter gießen;
- ziehen lassen, je nach Geschmack zwischen 2 und 5 Minuten;
- abseihen in Trinkgefäße oder in die Teekanne.

Eine Teemaschine muß diesen Vorgang möglichst genau nachvollziehen. Jeder Kompromiß führt zwangsläufig zu schlechterem Geschmack. Im Laufe unserer Entwicklungsarbeit zeigte sich, daß die Funktionsstruktur verschiedene Lösungsmöglichkeiten zuließ, die zu unterschiedlichen Baustrukturen führten und diese wiederum zu unterschiedlichem Aussehen. Die Gestaltstrukturen zeigen jedoch, daß unabhängig von Funktions- und

- 3 – Dasselbe Prinzip in anderer Anordnung als Kaskade einfach und verständlich dargestellt
- 4 – Dem Prinzip des Kaffeeautomaten folgend, und trotzdem keine Nachahmung. Servierkanne und Ziehbehälter sind kugelig und bilden einen Kontrast zum zylindrischen Wassergefäß.
- 5 – Ein kompaktes Gerät in Zylinderform mit eingefügter Servierkanne und oberliegendem Wasserkocher. Der Teebehälter ist mittig angeordnet und federt nach der Ziehzeit aus der Servierkanne heraus.
- 6 – Die klassischen Formen von Wasserkessel und Teekanne bilden hier die Grundlage für eine äußerst kompakte Bauweise. Drei Behälter in einer Form, so klein, daß die Teebereitung wieder am Tisch erfolgen kann.
- 7 – Ein Gerät, das an alte japanische Lackgefäße denken läßt. Der Kugel als Grundform von Koch/Zieh- und Servierbehälter ordnen sich die Gehäuseformen – auf ein Minimum reduziert – harmonisch zu.
- 8 – Ebenfalls ein Tischgerät in kompakter Bauweise, nur nach einem anderen Wirkprinzip. Das kochende Wasser durchströmt den Teebehälter, über die Kochzeit wird die Ziehzeit bestimmt. Aus dem Gerät kann direkt serviert werden.

Die Ergebnisse dieser Gestaltungsübung zeigen, daß die Funktionserfüllung allein noch keine neue Form ergibt. Auch die Umsetzung der Funktion in eine Baustruktur läßt noch viele Möglichkeiten offen, die sich erst durch das Einbringen von Empfindung und Bedeutung zur endgültigen, typischen Gestalt verdichten – denn ein Teeautomat, der aussieht wie eine Kaffeemaschine, hat seine endgültige Form noch nicht gefunden.

Dozent: Prof. Odo Klose,  
Bergische Universität  
Wuppertal.

Teilnehmer: Peer Lüllmann,  
Polidekis Fountoukis,  
Hartmut Bohlke,  
Alfred Fordon,  
Konrad Schavier,  
Thomas Overthun,  
Michael Grebe,  
Reimund Brüggemann.



en  
4

fin-  
den  
am  
ne,  
en-  
gel-  
nat

ten  
au-  
ert,  
ne-  
le-  
so

ten  
er-  
tet  
als  
d.  
ind  
er-  
pö-  
er-

en-  
en  
po-  
ter

ed  
ne  
an  
se-

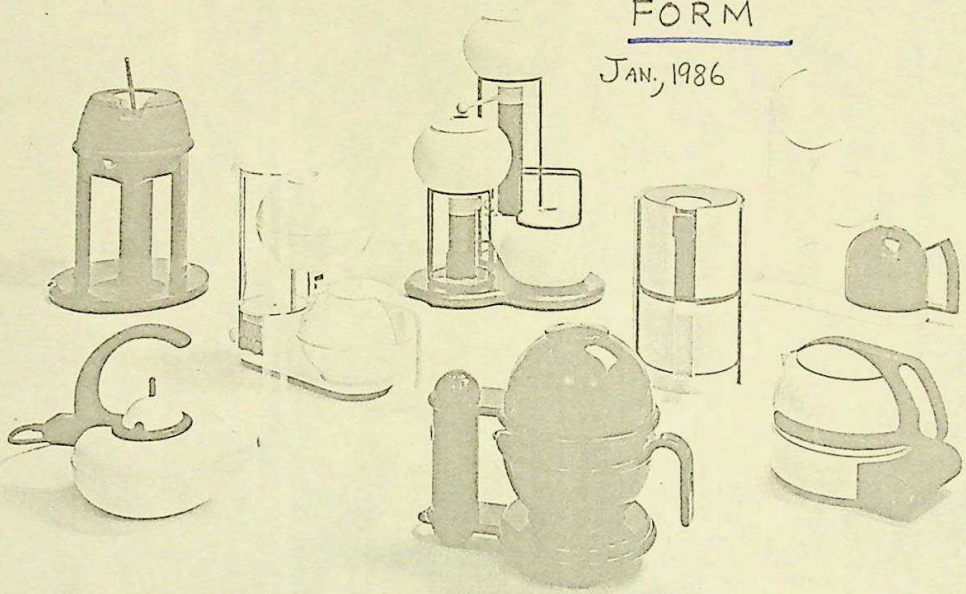
se  
an  
so  
st

ur-  
er-  
es  
st

is,  
ne  
in  
d.  
ne  
an  
er-  
de

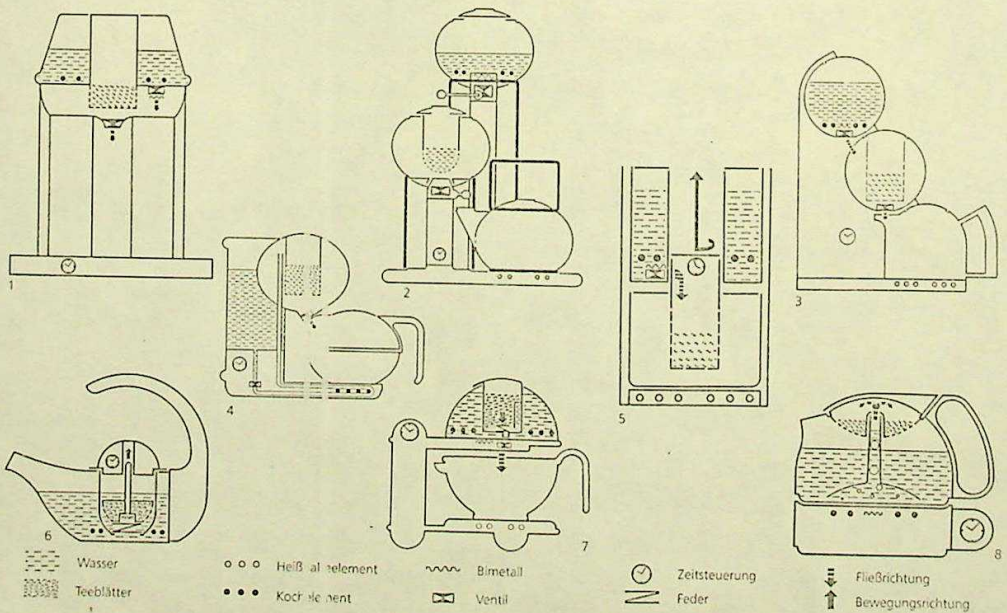
"FORM"

JAN. 1986



PAGE 45

Acht Design-Studenten beschäftigen sich in acht Entwurfsvorstellungen mit dem Problem Identität Teegeräte.





omaten

PAGE 44

1986

auf die Formfin-  
gen der idealen  
ch kann man in  
n der Teekanne,  
engerätes erken-  
standen, die viel-  
ens, der Heimat

nüberliegenden  
tions- und Bau-  
aten.

nowar erinnert,  
rache zu imitier-  
cher Werkstoffe  
nutzung ebenso  
en Teekanne.

drei getrennten  
gefäß und Ser-  
umlich versetzt

Anordnung; als  
ich dargestellt.

maten folgend  
mung: Servier-  
ugelig und bil-  
rischen Wasser-

erform mit ein-  
obenliegendem  
ist mittig ange-  
iehzeit aus der

asserkessel und  
ndlage für eine  
Drei Behälter in  
bereitung wie-

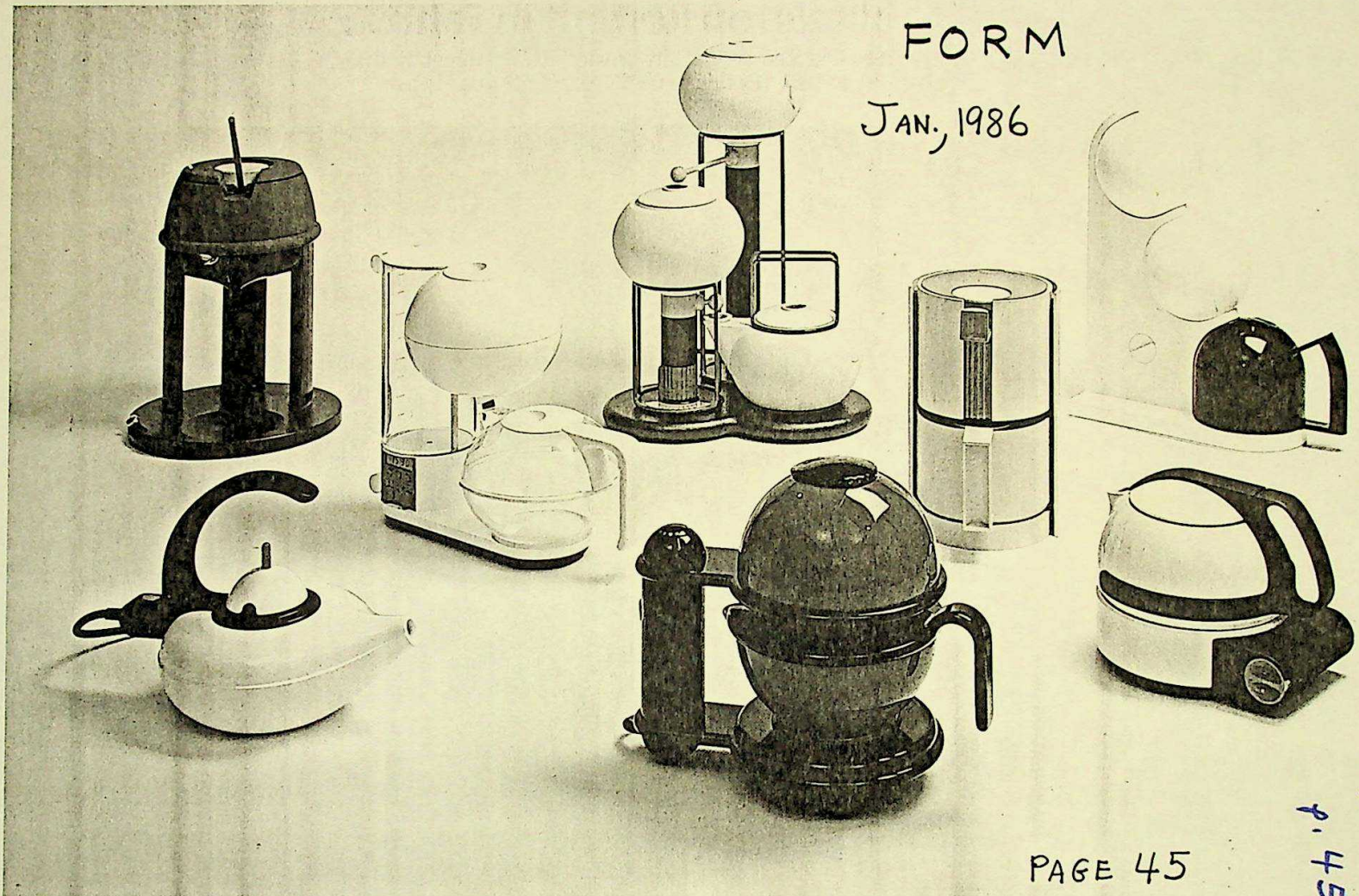
he Lackgefäße  
rundform von  
önnen sich die  
mum reduziert

ompakter Bau-  
n Wirkprinzip.  
imt den Teehe-

FORM

JAN, 1986

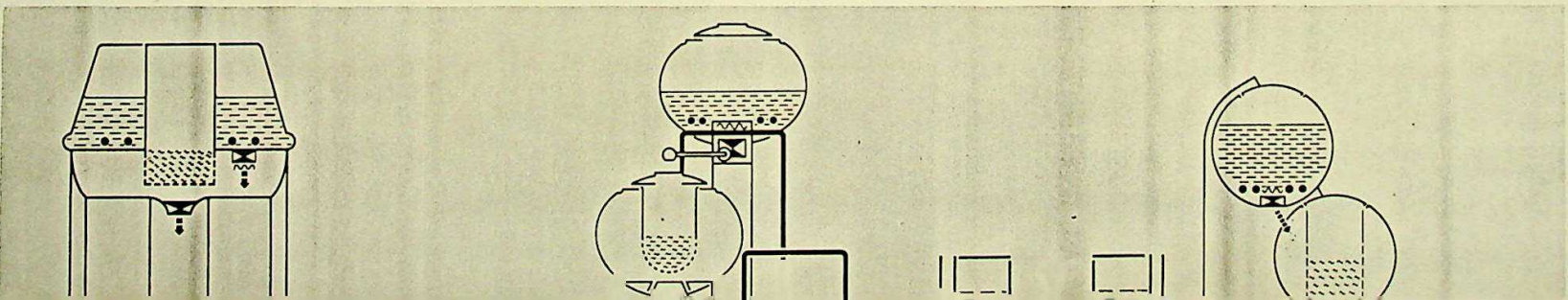
D7/309



PAGE 45

Acht Design-Studenten beschäftigten sich in acht Entwurfsvorstellungen mit dem Problem »Identität Teegerät«.

"FORM"  
JAN, 1986  
p. 45





lich dargestellt.  
maten folgend  
umung: Servier-  
kugelig und bil-  
frischen Wasser-

lerform mit ein-  
obenliegendem  
ist mittig ange-  
iehzeit aus der

asserkessel und  
ndlage für eine  
Drei Behälter in  
ebereitung wie-

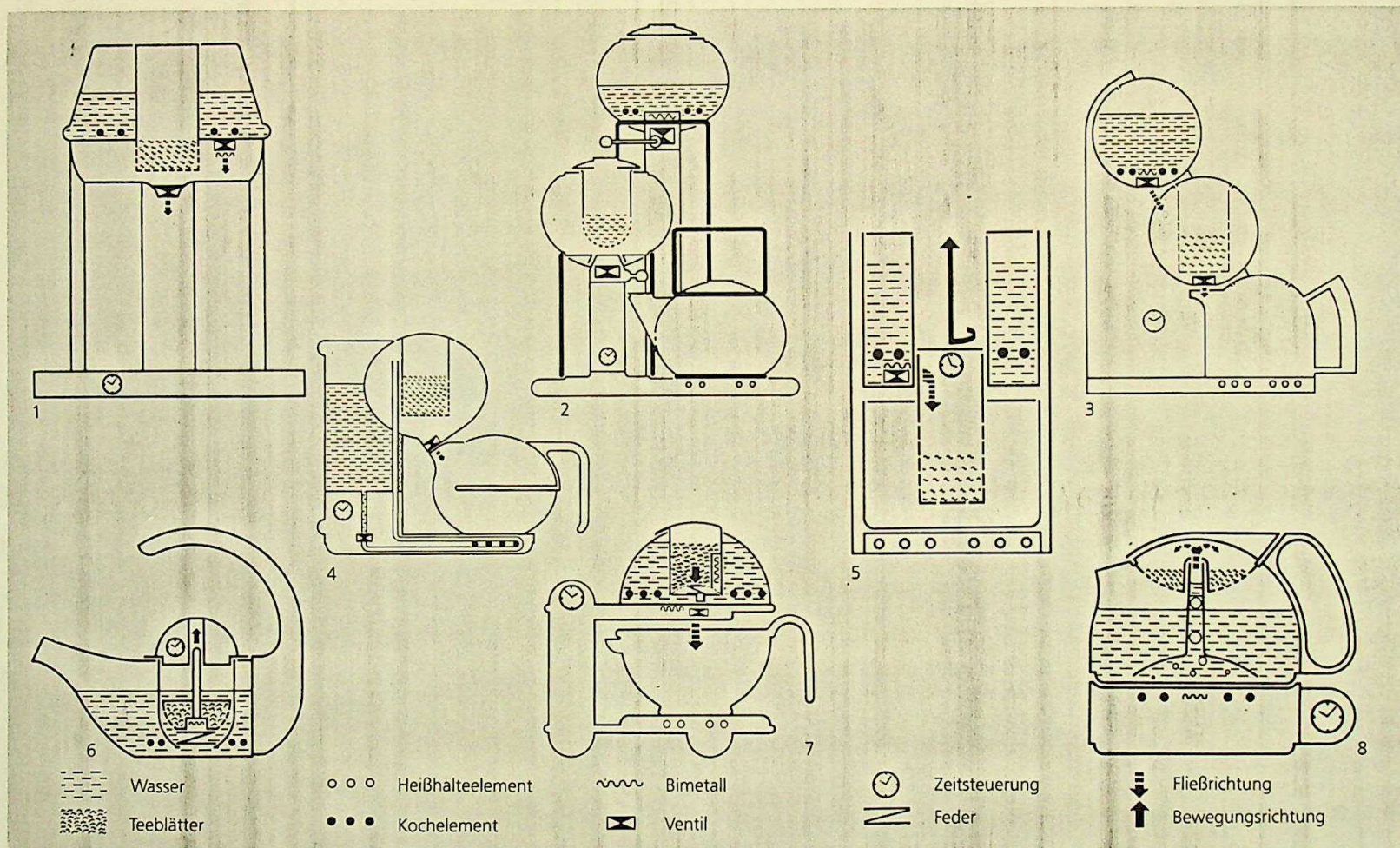
che Lackgefäße  
Grundform von  
ordnen sich die  
imum reduziert

ompakter Bau-  
en Wirkprinzip.  
ömt den Teebe-  
die Ziehzeit be-  
direkt serviert

sübung zeigen,  
och keine neue  
der Funktion in  
öglichkeiten of-  
en von Empfin-  
igen, typischen  
tomat, der aus-  
t seine endgül-

PAGE 45

Acht Design-Studenten beschäftigten sich in acht Entwurfsvorstellungen mit dem Problem »Identität Teegerät«.





# IMPORTANT SAFEGUARDS

When using electrical appliances, basic safety precautions should always be followed to reduce the risk of fire, electric shock and/or personal injury, including the following:

1. READ ALL INSTRUCTIONS BEFORE USING.
2. Do not touch hot surfaces. Use handles or knobs.
3. To protect against electrical hazards do not immerse cord, plug, or heating stand in water or other liquid.
4. Close supervision is necessary when a coffee maker is used by or near children.
5. When not in use and before cleaning, be sure to disconnect the coffee maker by removing plug from electrical outlet. Allow to cool before putting on or taking off parts, and before cleaning the coffee maker.
6. Do not operate with a damaged cord or plug or after the coffee maker malfunctions or has been damaged in any manner. There are no user serviceable parts. Return coffee maker to your nearest authorized Norelco Service Center for examination, repair or adjustment. (Refer to warranty card for the most convenient Norelco Service Center location.)  
Warning: To Reduce the Risk of Fire or Electric Shock, Do Not Remove the Bottom Cover. No User Serviceable Parts Inside. Repair Should Be Done by an Authorized Norelco Service Center Only.
7. The use of accessory attachments not recommended by North American Philips Corporation may cause hazards.
8. Do not use outdoors.
9. Do not let cord hang over edge of table or counter or touch hot surfaces.
10. Do not place on or near a hot gas or electric burner or in a

heated oven. Do not place glass server on any gas or electric range burner.

11. Do not use this coffee maker for other than intended household use.
12. Be sure switch is OFF, then plug cord into outlet. To disconnect, turn to OFF, then remove plug by gripping plug body and pulling it from the outlet. Never yank or twist the cord.
13. Do not remove the glass server from the heating stand while liquid is still dripping from the basket.
14. Exercise care if you have to remove or replace the serving lid on the glass pot while it contains hot coffee. Do not force or yank the lid from the pot.
15. Glass Carafe:
  - a. The carafe is designed for use with this coffee maker. It must never be used on a range top, in a conventional or microwave oven.
  - b. Do not set a hot carafe on a wet or cold surface.
  - c. Do not use a cracked carafe or a carafe having a loose or weakened handle.
  - d. Do not clean carafe with cleansers, steel wool pads, or other abrasive materials.

## SAVE THESE INSTRUCTIONS

### SPECIAL POWER CORD INSTRUCTIONS

A short cord is provided to reduce the hazard resulting from becoming entangled in or tripping over a longer cord. Extension cords may be used if care is exercised in their use.

- a. The marked electrical rating of the extension cord should be at least as great as the electrical rating of the coffee maker.
- b. The extension cord should be arranged so that it will not drape over the counter-top or table top where it can be pulled on by children or tripped over accidentally.

NOTE: Stains on the unit/parts can be removed by wiping with a warm soapy sponge.

7. CLEANING THE CARAFE: It is recommended that the carafe be washed by hand and separate from other dishes to avoid accidental banging.

For hard to remove soil, use a plastic mesh pad and/or a mild un-abrasive detergent or baking soda. DO NOT use metal cleaning pads or abrasive cleansers.

To remove stubborn stains and white hard water deposits:

1. Soak carafe overnight in a solution of 2 Tbs. automatic dishwasher detergent to one carafe of hot water.
2. Rinse out carafe.
3. Scrub carafe with a mild unabrasive detergent and wet sponge to remove any remaining crust.

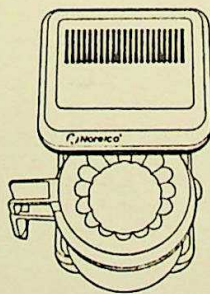
If stirring in the carafe, use only wooden, plastic, or rubber utensils. NEVER MIX HOUSEHOLD CLEANSERS—CHEMICAL MIXTURES CAN CAUSE HARMFUL RESULTS.

**IMPORTANT**

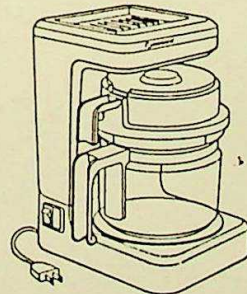
Special cleaning with vinegar is necessary once a month if the coffee maker is used daily. More frequent cleaning may be necessary in hard water areas.

### SPECIAL CLEANING INSTRUCTIONS

1. Fill the glass carafe to the 4 cup level with undiluted white vinegar (5% acetic acid) and pour into the reservoir.
2. With the Brew Basket in place, turn the coffee maker to ON and let about 2 cups of vinegar pump back into the glass carafe.
3. Turn the unit OFF. Allow the vinegar in the carafe to completely cool. After vinegar has completely cooled, empty the vinegar from the carafe back into the reservoir. DO NOT POUR HOT VINEGAR BACK INTO RESERVOIR—ALLOW TO COOL FIRST.
4. Repeat step (2). Then turn unit OFF and let stand for 15 minutes.
5. Turn unit ON again to allow remaining vinegar to pump from the reservoir into the carafe.
6. After cleaning, be sure to operate coffee maker at least twice with fresh water to remove any vinegar taste.



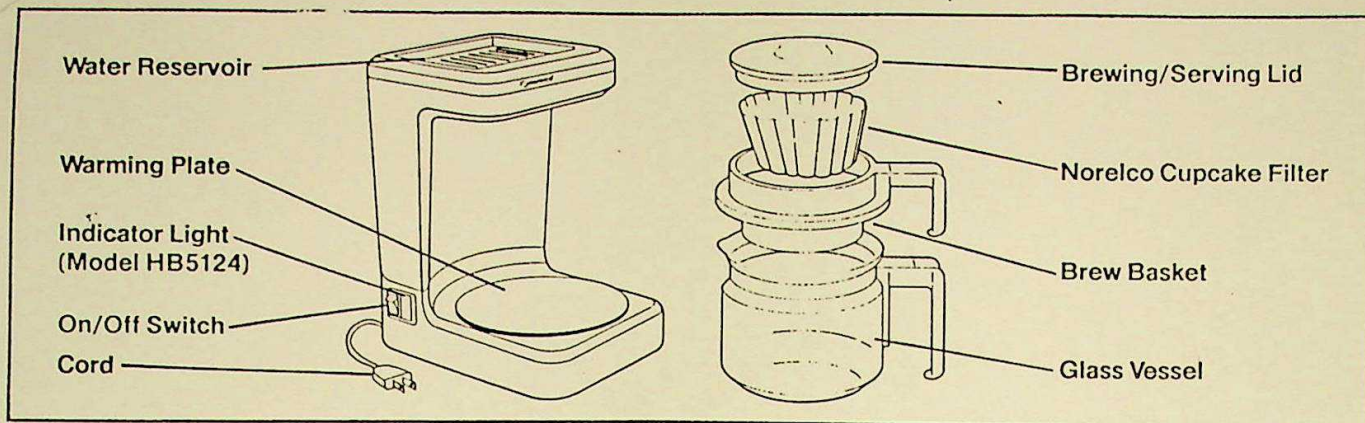
Specially designed brew basket holds cupcake style filters.



**Norelco®**

**1 To 4 Cup Drip Filter  
Automatic Coffee Makers  
Household Type  
Model HB5122/5124/5126**





# INSTRUCTIONS FOR USE

For best results, operate your new coffee maker once with clear cold water (with empty brew basket in place) to remove any impurities that might affect the taste of the coffee. Wash all components by hand.

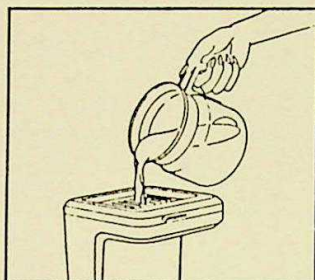
1. Press on/off switch to OFF.

2. Start with fresh cold water.

Avoid using artificially softened water as it can make coffee taste bitter.

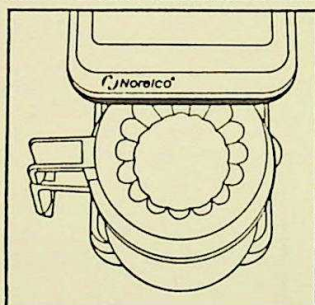
3. Pour water into the reservoir.

You can brew 1-4 cups of coffee. Fill the glass carafe to the desired cup capacity, using the markings as a measure. Pour water into reservoir. If your coffee maker has a see-through reservoir, as you pour the water in, it will fill indicating the number of cups you are brewing. As the coffee begins to brew the reservoir will drain.



4. Insert cupcake type filter into the basket.

Your Norelco Coffee Maker comes with a supply of specially prepared fluted paper filters. We recommend the use of Norelco filters for better tasting, sediment free coffee. Replacements can be purchased at most appliance dealers, housewares stores, supermarkets, or any Norelco Service Center listed on the warranty card.



5. Measure 1 standard tablespoon of ground coffee for each cup you are brewing, or use 1 Coffee Measure for every 2 cups of coffee.

First place the cupcake filter into the brew basket. Measure the proper amount of coffee into the basket, spreading it evenly in the

filter. More or less coffee may be used, according to taste. If making one cup, use slightly more coffee than normal. Use only regular grind or automatic drip grind coffee.

6. To make espresso: Measure 1 level tablespoon of *espresso grind* for each espresso cup you are brewing. Spread espresso evenly over the filter. 1 espresso cup is 2½ oz. or one-half a Norelco serving. To make 4 cups measure water at the 2 cup level; for 2 espresso cups measure water at the 1 cup level. NOTE: Only use maximum of 4 tablespoons of espresso grind per potful to prevent overflow in the Brew Basket.

7. Place Brewing/Serving Cover On Brew Basket

After preparing the basket with the filter and proper amount of coffee, set cover on Brew Basket so that it fits into the top. Place the basket assembly into the glass vessel. Now place the entire vessel onto the warming plate of the unit.

8. Plug the coffee maker into any 120 volt, AC electrical outlet. Press on/off switch ON. The ON light will light to show the unit is operating. (Model HB5124 only.)

Hot water will be dispersed gently and evenly through the coffee grounds. When all the water has been pumped out of the reservoir, the heating element will automatically cycle itself to maintain coffee at the proper serving temperature. After the water has dispersed a slight hissing sound may be heard. This indicates the coffee maker is purging all the moisture from reservoir.

9. When the coffee stops dripping from the Brew Basket, your coffee is ready. Wait until the basket has finished dripping before removing from the carafe. Before serving, lift Brewing/Serving cover and remove Brew Basket. Replace Brewing/Serving cover and serve. For a perfect coffee solution, stirring the brew will insure even flavor distribution. The warming plate will automatically keep the coffee at the proper serving temperature. Never reheat brewed coffee, as this can break down the coffee flavor and create bitterness. NOTE: The amount of coffee will be slightly less than the amount of water originally poured into the reservoir since about ½ oz. per cup is absorbed by the grinds.

10. Press on/off switch to OFF position.

## IMPORTANT

1. For best results operate your new coffee maker once with clear cold water (with the empty brew basket in place) to remove any impurities that might affect the taste of coffee.

2. Wash the basket, cover, and glass carafe by hand.

3. Use only regular grind or automatic drip grind coffee.

4. NEVER pour brewed coffee back into the reservoir.

## USE AND CARE OF CARAFE

This carafe is for use with Norelco Automatic Drip Coffee Makers Model HB5122/5124/5126 only. Handle with care—hard impacts may cause breakage.

Do not use on top of range or in a microwave or conventional oven.


To avoid accidents, do not pour in the direction of people.

CAUTION: Failure to follow these instructions can cause breakage.

DO NOT USE ON TOP OF ELECTRIC C GAS RANGES.

- DO NOT place hot carafe on cool or wet surface. Allow to cool before washing or adding liquids.
- Discard carafe if it is cracked, scratched, heated while empty, or allowed to boil dry. Replacements can be purchased at any Norelco Service Center (Model RP7).
- DO NOT set an empty carafe on hot heating surface.
- DO NOT clean carafe with cleansers, steel wool pads, or other abrasive materials.
- Pour away from people.
- Not for commercial use.
- DO NOT wear finger rings while cleaning carafe.

Manufactured by:  
NORTH AMERICAN PHILIPS CORPORATION  
CONSUMER PRODUCTS DIVISIONS  
HIGH RIDGE PARK, STAMFORD, CT 06904

This symbol on the product's nameplate means it is listed by Underwriter's Laboratories, Inc.   
Made and printed in U.S.A. Serviced in U.S.A. Model HB5122/5124/5126  
© North American Philips Corporation 1985

**Norelco®**

DATE



D7-309

DEC., 1985

# ine für Alle...

Gaggia, die Espressomaschine, die mehr kann: z.B. typisch italienischen Cappuccino zaubern, Tee zubereiten, Milch erhitzen, Suppen-Snacks machen und natürlich Espresso mit dick-sahnigem Schaum.

DECEMBER, 1985



Damit Suppenkasper Max im Handumdrehen sein warmes Suppchen bekommt.

Damit Dr. Müllerspresso schmeckt wie auf der Via Veneto.

③ Wie bei den Großen: der Fassenvorwärmer. Oberrand der coffee-Gaggia ist er eingebaut. Die Temperatur liegt bei ca. 55°



Damit Mutti Krause rund um die Uhr warme Milch hat.

Damit Fräulein Lisa ihren Chef zu jeder Zeit mit Cappuccino verwöhnen kann.

den Espresso-Genuß bekommen, gehört eine Mühle der Profiklasse mit leistungsfähigem Motor ausgerüstet mit einem er, der für die richtige Körnung Menge sorgt.

der Grund-erbinden Sie Gaggia und u einer Ein-e Schublade ufnahme des ds einge-

④ Auf den richtigen Druck kommt es an. Die elektromagnetische Pumpe preßt heißes Wasser mit 8-10 bar durch den Kaffee. Dabei erzielt man ein Maximum an Aroma. Und weniger schädliche Substanzen.

⑤ Von der Konzeption her wie die Großen. Das Volumen des Druckkessels reicht aus, um ca. 30 Minuten trockenen, heißen Dampf zu entnehmen.



Damit Steuerberater Huber das heiße Wasser für seinen täglichen Tee nicht ausgeht.

## SCHÖNER WOHNEN

## PAGE 77

- |   |   |   |   |  |  |  |  |   |
|---|---|---|---|--|--|--|--|---|
| 1000 Berlin 12<br>Wegner Wohndesign<br>Leibnitzstr. 61          | 3200 Hildesheim<br>Lindemann<br>Hoher Weg 15                        | 4150 Krefeld<br>Interior Design<br>Marktstr. 59               | 5600 Wuppertal 1<br>Becher<br>Herzogstr.                        | 6500 Mainz 1<br>Stenner OHG<br>Stadthausstr. 1                   | 7000 Stuttgart 1<br>Meyer, E. + H. Pp<br>Kleine Königstr.      | 7500 Karlsruhe<br>Burger GmbH & Co. KG<br>Waldstr. 89      | 8000 München 2<br>Kustermann<br>Kalkthallenmarkt 12            | 8900 Augsburg<br>Gascher, Robert<br>Klinkertorstr. 11             |
| 1000 Berlin 12<br>Karow Inneneinrichtungen<br>Bismarckstr. 102  | 3250 Hameln<br>Dallmer E.<br>Bäckerstr.                             | 4300 Essen 9<br>Linea Nuova Einrichtungen<br>Huysenallee 9    | 5650 Solingen<br>Raum + Form Butscheid<br>Hauptstr. 26          | 6500 Mainz<br>Holz Einrichtungshaus<br>Flachsmarktstr. 13-17     | 7000 Stuttgart<br>Behr Möbel GmbH<br>Hindenburgbau             | 7524 Oestringen<br>Meck<br>Thomas-Howie-Str. 6             | 8000 München 22<br>Die Gute Form<br>Ludwigstr. 6               | 8960 Kempten<br>Arredamenti<br>Mozartstr. 23                      |
| 1000 Berlin 20<br>Raab Einrichtungshaus<br>Carl Schurz-Str. 53  | 3400 Göttingen<br>Adams am Wall GmbH<br>Weenderstr. 106             | 4330 Mülheim a.d. Ruhr<br>Idea<br>Kohlenkamp 21               | 5800 Hagen 1<br>Obrich Wohnen<br>Elberfelderstr. 84             | 6550 Bad Kreuznach<br>Holz Einrichtungshaus<br>Wilhelmstr. 13-15 | 7000 Stuttgart<br>Living Wohnbedarf<br>Nadlerstr. 12           | 7700 Singen<br>Oexle, Peter<br>Scheffelstr. 37             | 8000 München 22<br>Form im Raum<br>Maximilianstr. 25           | Generalvertretung<br>Deutschland                                  |
| 1000 Berlin 41<br>Aumann Inneneinrichtungen<br>Rheinstr. 50     | 3500 Kassel<br>Wallenda, Gert<br>Neue Fahrt 15                      | 4460 Nordhorn<br>Ambiente "B"<br>Benheimer Str. 29            | 5830 Schwelm<br>Der Wohnladen J. Kleiser<br>Moltkestr. 19       | 6551 Spall<br>Zimmermann Toni<br>Sonnwaldstr. 5                  | 7032 Sindelfingen<br>Elsässer GmbH<br>Schwerstr. 37-39         | 7750 Konstanz<br>Straub Ernst<br>Marktplatz 13             | 8058 Erding<br>Bella Cucina<br>Rätschenbach 9                  | FORM+FUNKTION<br>Electrogeräte GmbH & Co<br>Kleingemünder Str. 72 |
| 2000 Hamburg 13<br>Beckmann GmbH<br>Kostersterm 4               | 4000 Düsseldorf<br>Fuchs-Greven<br>Königsallee 38                   | 4500 Osnabrück<br>Raum + Design<br>Diellinger Str. 1-6        | 5900 Siegen<br>Meckl Wohnform<br>Berliner Str. 4                | 6630 Saarbrücken<br>La Maison<br>St. Johanner Markt              | 7140 Ludwigsburg<br>Sommer<br>Alleenstr. 5                     | 7800 Freiburg<br>Saumer<br>Auf den Zinnen 1                | 8400 Regensburg<br>Grabinsky Studiohaus<br>Donausäule Str. 146 | Vertrieb Österreich<br>Porsche                                    |
| 2000 Hamburg 36<br>Ceramic Art<br>Grosse Bleichen 31            | 4000 Düsseldorf<br>Fuchs-Greven<br>Königsallee 38                   | 4600 Dortmund<br>Kopfermann Geschw. GmbH<br>Bruckstr. 20-26   | 6000 Frankfurt 1<br>Lorey J. G. Sohn Nachf.<br>Schiller Str. 16 | 6800 Mannheim<br>Schmidt + Reuter<br>P 7/9                       | 7300 Esslingen<br>Heim + Objekt<br>Zeppelinstr. 126            | 7890 Waldshut<br>Seipp Einrichtungshaus<br>Bismarckstr. 14 | 8500 Nürnberg<br>Mobilia-Wohnbedarf<br>Hauptmarkt 2            | Vertrieb Schweiz<br>KÖNIG   |
| 2000 Hamburg 36<br>Roster Studio<br>Neuer Wall 59               | 4000 Düsseldorf<br>ID Innendekoration GmbH<br>Berliner Allee 29     | 4630 Bochum<br>Blennemann Einrichtungshaus<br>Bruckstr. 59-63 | 6000 Frankfurt<br>Tischlein Deck Dich<br>Passage 7              | 6806 Viernheim<br>Williams Selection<br>Rhein-Neckar-Zentrum     | 7410 Reutlingen<br>Lukasewitz<br>Im Laisen 15 / Wilhelmstr. 19 | 7980 Ravensburg<br>Behr Möbel GmbH<br>Marktstr. 12         | 8700 Würzburg<br>Deppisch<br>Markt 38                          | 8750 Aschaffenburg<br>Hommel Jean<br>Herstlstr. 35                |
| 2300 Kief 1<br>Johannsen + Schmielau<br>Markt 9                 | 4040 Neuss<br>Jostel Söhne<br>Büchel 22-24                          | 4830 Gütersloh 1<br>Hilweg Wohnen<br>Spekergasse 12           | 6050 Offenbach<br>Laden 26 Kohl KG<br>Kaiserstr. 26             | 6900 Heidelberg<br>Romer Wohnbedarf<br>Grabengasse 7             | 7410 Reutlingen<br>Lukasewitz<br>Im Laisen 15 / Wilhelmstr. 19 |  |  |   |
| 2400 Lübeck<br>Marc & Berns<br>Breite Str. 16                   | 4047 Dormagen<br>Studio "G"<br>Kölner Str. 56                       | 5000 Köln 1<br>Pesch Wohnen<br>Kaiser-Wilhelm-Ring 22         | 6100 Darmstadt<br>Nitsche<br>Elisabethenstr. 16                 | 6100 Darmstadt<br>Nitsche Aktuell<br>Schuchardstr. 7             |  |  |  |   |
| 2800 Bremen<br>Popo-Sitzmöbel<br>Auf den Häfen 16-17            | 4050 Mönchengladbach<br>Domani Möbel<br>Bismarckstr. 74             | 5000 Köln 1<br>Folk Inneneinrichtungen<br>Hohenstaufenring 62 | 6100 Darmstadt<br>Nitsche Aktuell<br>Schuchardstr. 7            | 6231 Sulzbach<br>Williams Selection<br>Main-Taunus-Zentrum       |  |  |  |   |
| 2900 Oldenburg<br>Domici Wohnbedarf<br>Herbertgang 24           | 4050 Mönchengladbach<br>In Shop Tisch + Küche<br>Hindenburg Str. 95 | 5100 Aachen<br>Maltes M. Einrichtungen<br>Am Buschel 29-31    | 6300 Giessen<br>Casa<br>Bahnhofstr./City Ca.                    | 6370 Oberursel<br>A La Maison<br>Vorstadt 1                      |  |  |  |   |
| 2940 Wilhelmshaven<br>Idena Einrichtungshaus<br>im Theaterplatz | 4100 Duisburg<br>Blennemann<br>Einrichtungshaus<br>Poststr. 30-36   | 5300 Bonn 1<br>Habitat GmbH<br>Oxfordstr. 15                  | 6370 Oberursel<br>A La Maison<br>Vorstadt 1                     | 6380 Bad Homburg<br>Möhre Küchenkonzepte<br>Thomasstr. 4         |  |  |  |   |
| 3000 Hannover 1<br>Reinhoff Einrichtungen<br>armarschstr. 43 A  | 4150 Krefeld<br>Grote, Hagen<br>im Schwanenmarkt                    |   |   |  |  |  |  |   |

# GAGGIA

Espresso + Eismaschinen

Unsere Produkte finden Sie nur im guten Fachhandel.

COUPON Ich bitte um Zusendung von Prospektmaterial und Händlernachweis.

Name \_\_\_\_\_  
 Straße/Nr. \_\_\_\_\_  
 PLZ/Ort \_\_\_\_\_  
 Form + Funktion, Electrogeräte GmbH & Co  
 Kleingemünder Str. 72, 6900 Heidelberg



another copy in D7-9 (cupa)



**KRUPS**

QUALITY...BY DESIGN!

**SMITHSONIAN****KRUPS "TeaTime." The World's First Automatic Tea Maker with Electronic Steeping Control.**

"TeaTime" turns plain water into perfect tea...*automatically*! It's a brilliant technological achievement that takes all of the fuss out of traditional tea making...yet lets you enjoy *all* the pleasures of tea made according to the Five Golden Rules of Tea Making.

"TeaTime" does it in one compact unit. All you do is choose the variety of tea you want to drink (there are dozens to choose from), and decide just how stimulating or relaxing you want your tea to be. "TeaTime" does all the rest. You turn it on and get tea as it should be. Rich, aromatic and delicious. Perfect tea every time. *Automatically*. (See KRUPS "TeaTime" demonstrated at fine department and gourmet stores.)

**"THE FIVE GOLDEN RULES" OF TEA MAKING**

- Rule 1. Use fresh, cold water and heat it to a bubbling, rolling boil.*
- Rule 2. Tea leaves need room for expansion while being steeped.*
- Rule 3. Tea leaves should be steeped for an exact period of time. Shorter for stimulating tea, longer for relaxing tea, but never too long.*
- Rule 4. After steeping, the tea should be separated from the tea leaves.*
- Rule 5. Tea should be kept at drinking temperature for additional servings.*

**AN INVITATION TO THE PLEASURES OF TEA**

Receive 3 different types of famous Jacksons of Piccadilly teas in beautifully decorated collector tins—Earl Grey's, Breakfast, and Darjeeling (1½ oz. each). Plus KRUPS full color tea brochure. Send \$5.00 (check or M.O.) to: ROBERT KRUPS, NORTH AMERICA, 7 PEARL COURT, ALLENDALE, NJ 07401. Allow 4-6 weeks for delivery. In NJ add 6% sales tax.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Offer void where prohibited, taxed or otherwise restricted.





## DOWN...FACTORY DIRECT AT HALF PRICE!

Luxurious, prime white European down, nature's most perfect insulator, keeps you toasty warm when it's cold, cool when it's hot! We've been specializing in down for 3 generations, so you can *rest assured* that we provide the utmost in quality and durability.



Our poly/cotton shell prevents shifting of down by combining box-quilted middle and side channel stitching. Our pillows are covered with 100% downproof cotton ticking. Elegant poly/cotton duvet covers complete the set. Order today!

**PRIME WHITE DOWN COMFORTERS** — Colors: brown, beige, dark blue, light blue, grey, rose. Reversible colors (at no extra charge!): brown/beige, dark blue/light blue, grey/rose.

Twin Size (T)	68" x 86"	\$69.00
Full Size (F)	76" x 86"	\$89.00
Queen Size (Q)	86" x 86"	\$99.00
King Size (K)	86" x 104"	\$119.00

**Credit Card Holders Call TOLL FREE**

**1-800-431-9003**

24 hrs. a day, 7 days a week.

**PILLOWS**—Choice of soft (all down), medium (50% down/50% feathers), or firm (75% feathers/25% down).

Standard Size (S)	20" x 26"	\$29.00
Queen Size (Q)	20" x 30"	\$39.00
King Size (K)	20" x 36"	\$49.00

**DUVET COVERS**—Colors: brown/beige, dark blue/light blue.

Twin Size (T)	72" x 90"	\$30.00
Full Size (F)	80" x 90"	\$35.00
Queen Size (Q)	88" x 90"	\$40.00
King Size (K)	88" x 105"	\$45.00

MAIL TO:

**Deep Down Comfort Inc.**

Dept. SM-11 38 Roebling St., Brooklyn, NY 11211

PRODUCT	QTY	SIZE	COLOR	PRICE	TOTAL

☐ Please send me your free color brochure.

Sub-Total

NY Residents  
Add Sales Tax

If not completely satisfied, please return within 30 days for a full refund.

Add Postage & Hdg  
\$5.00 per comforter,  
\$2.50 per pillow or cover  
Total

Method of Payment:

☐ Check/Money Order (Sorry no cash or C.O.D.'s)  
☐ Charge My: ☐ MASTERCARD ☐ VISA ☐ AMEX

Account No. Exp. Date

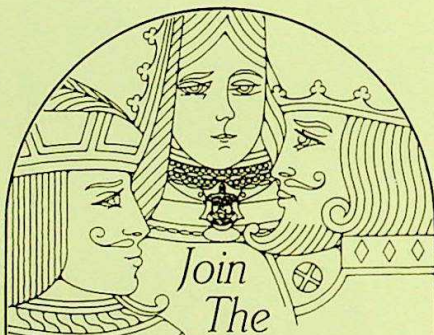
Signature Send to (please print):

Name Apt.

Address Zip

City State Zip

Day Phone # ( )



Join  
The  
Family

... a family of bridge lovers amidst the gracious amenities of The Cloister. Jan '86 brings the 8th annual

**Cloister Bridge Festivals.**

Internationally certified Greta Ruppert Beisiegel directs. Choose Duplicate Jan. 12-16 & Jan. 26-30, or Social Jan. 19-23 & Feb. 2-6, 1986. Enroll now \$120 person double per night plus tax includes room, all meals, festival fee, service, golf & tennis for spouses.

Toll-free 800-SEA-ISLAND (800-732-4752). The Cloister,<sup>®</sup> Sea Island, GA 31561.

*Sea Island*<sup>®</sup>

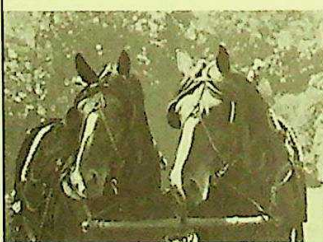
## Silver Buckle & Belt



Solid sterling, hand-engraved buckle on 1" fine leather belt by Newport Silversmith James Breakell. Size 26"-44", 3 initials \$55.00 plus \$2.00 handling. MC/VISA (401) 849-3522. Brochure on request.

**J.H. Breakell & Co.** 2 Russell Avenue  
Newport RI 02840

## 1986 DRAFT HORSE CALENDAR



• All  
Color!

• A  
Great  
Gift  
Idea!

A large wall calendar with 14 FULL COLOR photos of Draft Horses. Photos are 9" x 12", and suitable for framing. Large date squares. Beautiful scenes of haymaking, cattle feeding, plowing, logging and harvesting. \$6.00 each. Satisfaction guaranteed.

**MISCHKA FARM**

Rt. 2, Box 83 Whitewater, WI 53190



## BAKED APPLES WITH BRANDY-MARMALADE SAUCE

A spicy, orange-scented nut stuffing sets these baked apples apart from all others

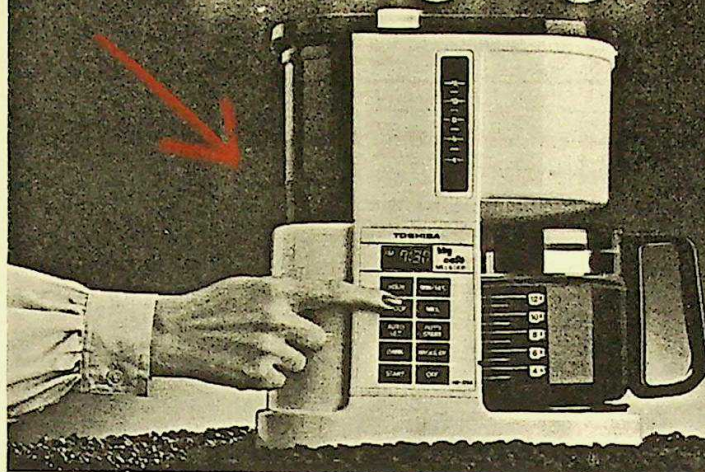
- 6 firm, ripe cooking apples, such as Rome Beauty
  - Lemon juice
  - 1 tablespoon finely chopped crystallized ginger
  - 1/4 cup finely chopped pecans or walnuts
  - 1/4 cup chopped raisins or currants
  - 1 teaspoon grated orange zest
  - 1/2 teaspoon cinnamon
  - 1/4 teaspoon grated nutmeg
  - 1/8 teaspoon ground cloves
  - 2 tablespoons honey
  - 6 tablespoons marmalade (preferably imported)
  - 3 tablespoons Curaçao or Grand Marnier
  - 3 tablespoons orange juice
- ☐ Wash apples and core to within about 1/2 inch of bottom. Peel 1 to 2 inches of skin around top of apples. Brush cored and peeled portion with lemon juice.
- ☐ Combine ginger, nuts, raisins, orange zest, cinnamon, nutmeg, cloves, honey, and 3 tablespoons marmalade in small bowl. Mix well and spoon into apple cavities.
- ☐ Place apples filled side up in shallow micro-proof baking dish in which apples will stand upright without falling over.
- ☐ Combine remaining marmalade, Curaçao and orange juice in small bowl. Mix well and spoon over apples. Cover and microcook on high 10 to 12 minutes or until apples are tender, basting apples and rotating dish a half turn after 5 minutes. (Cooking time will vary depending on size of apples and on whether you prefer firm or soft baked apples.) Place apples in serving dishes and spoon some of the sauce over. Serve warm or chilled. Serves 6.

## BANANAS FOSTER

- 4 large firm bananas
  - 1/4 cup unsalted butter
  - 1/3 cup light brown sugar
  - 1/4 teaspoon cinnamon
  - 1/8 teaspoon grated nutmeg
  - 1/3 to 1/2 cup dark rum
  - Vanilla or coffee ice cream
  - Chopped toasted hazelnuts (optional)
- ☐ Peel bananas and cut in half lengthwise; cut each half into thirds.
- ☐ Place butter in shallow 1-1/2-quart micro-proof baking dish. Microcook on high 1 minute or until melted. Add brown sugar, cinnamon, nutmeg, 4 tablespoons dark rum, and stir well. Microcook on high 1 minute. Add bananas and turn gently in sauce to coat. Microcook on high 3 to 4 minutes.
- ☐ Pour remaining rum into 1-cup glass measure and microcook on high 1 minute or until heated. Pour hot rum over bananas and ignite carefully. Let flames subside then spoon bananas over ice cream, top with sauce, and sprinkle with nuts. Serves 6. ■

All recipes tested in a 625-watt oven. If the wattage of your oven is lower, additional cooking time will be necessary.

# With Toshiba, making fresh ground coffee is no longer a grind.



It's simple. Just put the beans in the grinder, fill the well with water, and our new My Café 12-cup coffeemaker does the rest.

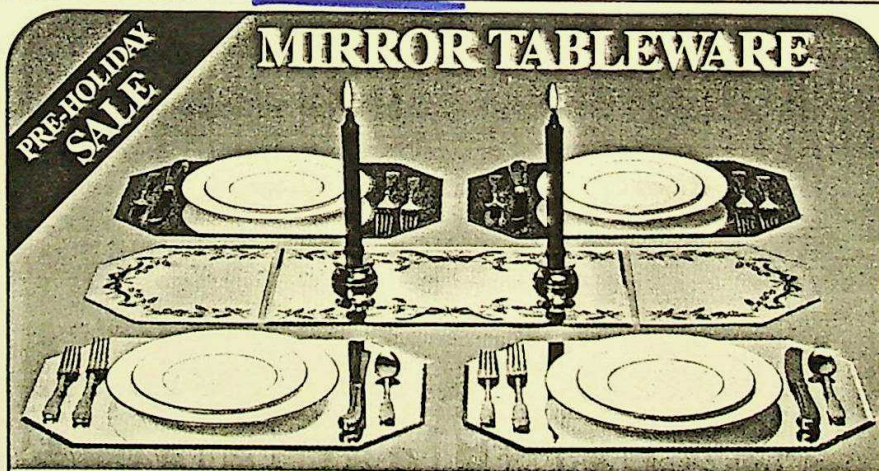
Like our 8-cup model, it's programmable, so you can set it the night before and wake up in the morning to fresh ground, fresh brewed coffee.

You'll agree, no one knows how to use the old bean like Toshiba.

In Touch with Tomorrow  
**TOSHIBA**

Toshiba America, Inc., 82 Totowa Road, Wayne, NJ 07470

PAGE 113



Light shimmers on this elegant mirror table runner and mirror placemats, adding a festive sparkle to your holiday table.

Felt pads prevent scratching, sliding. Easy care. Made in USA.

**Holiday Table Runner.** Colorful red and green holly and pine border. 3 pieces together measure 10 1/2" x 36". For smaller settings, use center section alone, or two end sections together. \$19.99.

**Mirror Placemats.** Beveled edges. Each measures 12" x 18". Set of 4, \$49.99.

**Save an extra \$10.00.** Complete set: 4 placemats and holiday table runner—just \$59.98.

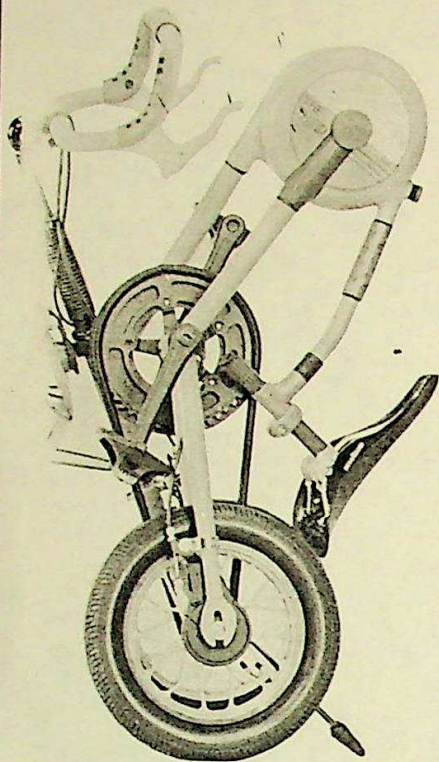
Item	Quantity	Price Each	Total
Holiday Table Runner		\$19.99	
Mirror Placemats		\$49.99	
Complete set: 4 placemats plus runner		\$59.98	
<input type="checkbox"/> Check enclosed		Subtotal	
Please charge my:		Please add 10% shipping & handling	
<input type="checkbox"/> MC		NY residents, please add tax	
<input type="checkbox"/> VISA			
<input type="checkbox"/> AMEX		Total	

Acct. No. \_\_\_\_\_  
Exp. Date \_\_\_\_\_  
Signature \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_

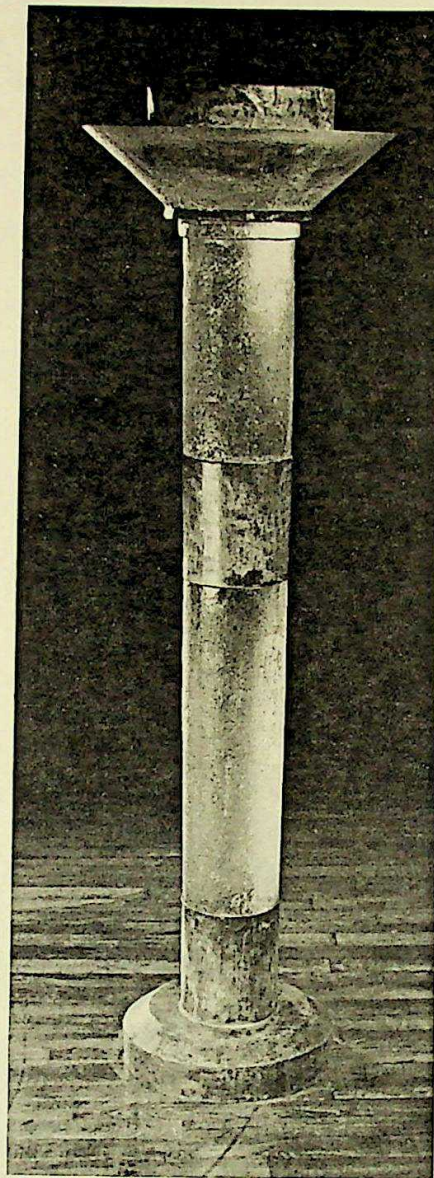
**Through the Looking Glass**  
Dept. HB05 • 230 Fifth Avenue, Room 1212 • New York, N.Y. 10001



D7/309



The "Third" is a new concept in folding bicycles from student designer Kozo Komatsu of Nihon University College of Art (Nihon, Japan). The bike easily folds and unfolds in a variety of ways, is lightweight and of standard bicycle size, and requires no tools for assembly; visual charm combined with functionality distinguish its design.



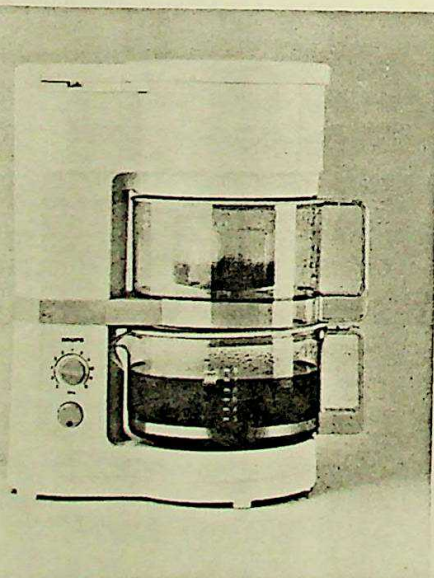
Made of cast glass, copper and patina, Howard Ben Tre's (Providence, R.I.) "Column 21" sculpture, which stands seven feet high, combines primitive and technological imagery to create a forceful, evocative floor piece.

INDUSTRIAL  
DESIGN

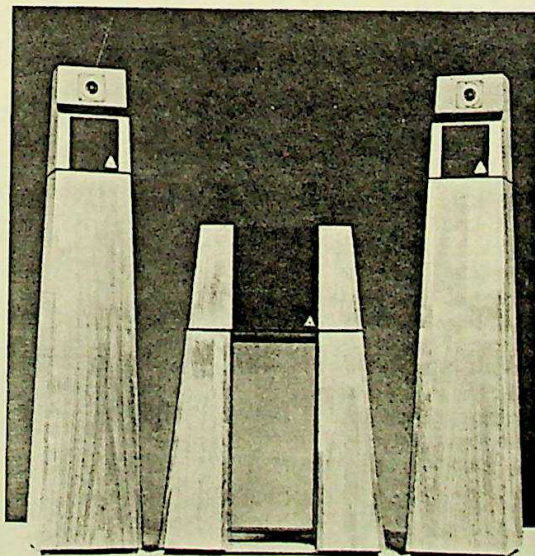
SEPT./OCT. 1985

PAGE 61

The Acoustic Design Group (Aspen, Colo.) has introduced the Triad 70, a three-piece speaker system designed by Hari and Assoc. that combines high-quality sound reproduction and elegant exterior design. Designed for home use, the units are finished in real wood and sit on speaker stands finished either in walnut or oak veneer, or in black metal.



Krup's (Allendale, N.J.) Tea Time, an in-house designed automatic tea maker that is the first of its kind ever, features electronic controls for exact steeping time, a pre-warmed serving carafe, a warming plate, and an on/off switch with a signal light, all packaged in an attractively compact unit.





D7/309

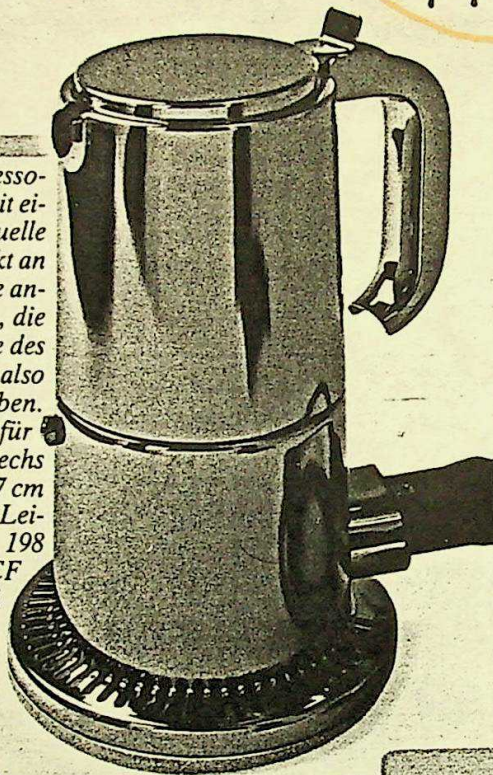
SW-JOUR

# SCHÖNES FÜR DIE KÜCHE

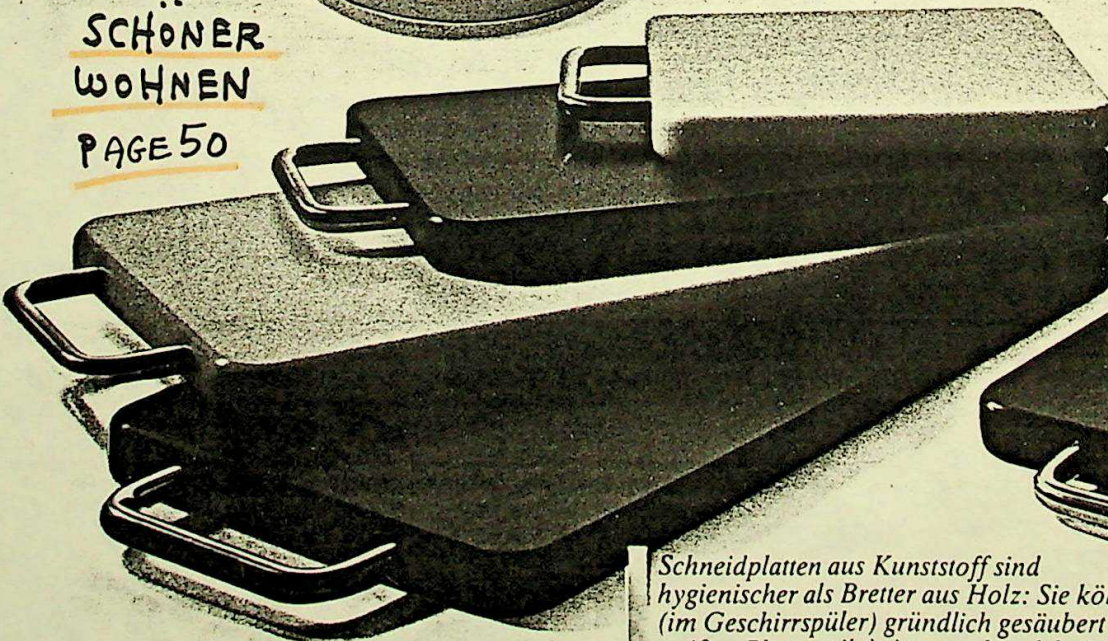
So richtig Spaß macht die Kocherei, wenn das Handwerkszeug nicht nur praktisch, sondern auch schön anzusehen und gut anzufassen ist. Hier unsere Auswahl an Neuem aus dem Küchenladen

AUGUST  
1985

Diese Espresso-  
kanne wartet mit ei-  
gener Heizquelle  
auf. Sie ist direkt an  
die Steckdose an-  
zuschließen, die  
Kochplatte des  
Herds kann also  
kalt bleiben.  
Aus Edelstahl für  
vier bis sechs  
Tassen, Ø 12,7 cm  
(unten), Lei-  
stung 275 Watt. 198  
Mark. »CF  
14« von Girmi  
über Post-  
order



SCHÖNER  
WOHNEN  
PAGE 50



Schneidplatten aus Kunststoff sind  
hygienischer als Bretter aus Holz: Sie können  
(im Geschirrspüler) gründlich gesäubert werden. Neben den  
weißen Platten gibt's jetzt auch welche in appetitlichem  
Schwarz, jeweils mit Stahlgriffen. Stärke: 2 cm. 20x40 cm: 72,60 Mark;  
20x30 cm: 64,90 Mark. 20x20 cm: 53,50 Mark. Arabia GmbH



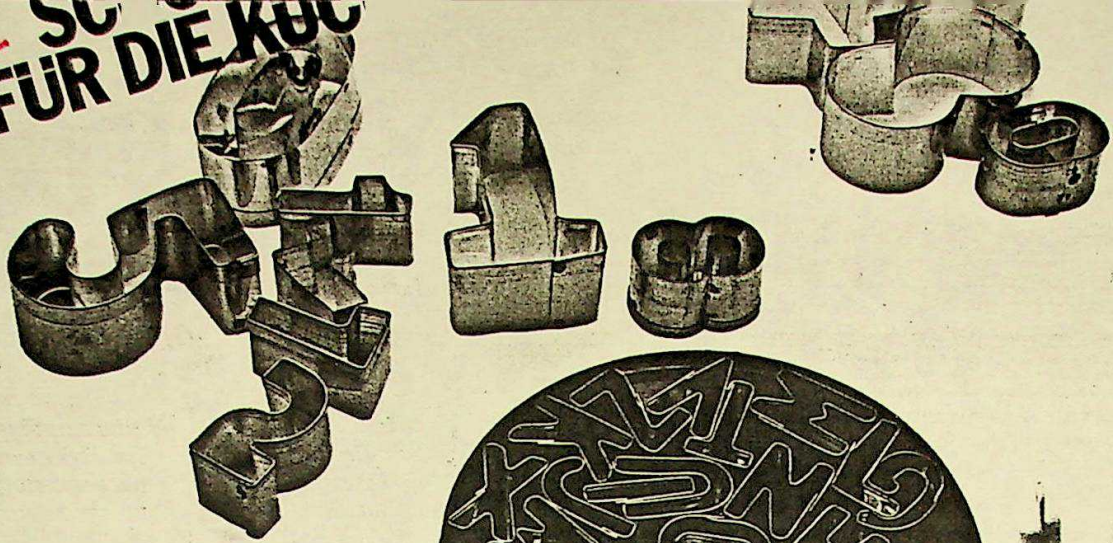
Mit der französischen »Hachinette« hackt man  
Kräuter oder würfelt Käse, ohne dass einem etw  
Messer wegrutscht. In der Holzschale bleibt al  
beisammen. Das Edelmesser mit dem sei  
Griff paßt genau in die Schüsselrundung. Ø 1  
Schale und Messer kosten 43 Mark. Granny



Mit solche  
Fingerhan  
hat man d  
laufform  
heiße Kuc  
sicherer in  
Griff als n  
lappen od  
-fäustlinge  
Fingerhan  
sind aus B  
wolle mit  
dem Faden  
strickt. Ei  
in Schwarz  
oder Rot,  
9,50 Mark  
von Eslau  
Rainer R.

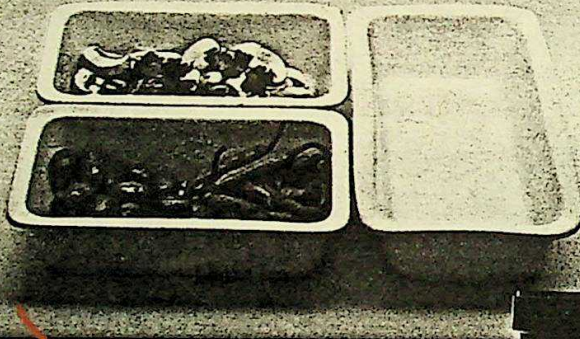


D7/309  
 SO  
 FÜR DIE KUC



Russisch Brot, pro Buchstabe 3 cm hoch, und ebenso kleine bzw. 7 cm hohe Zahlen lassen sich mit diesen Blechformen aus Teig stechen. Die Dose mit Buchstaben kostet ca. 52 Mark, eine mit Zahlen ca. 30 Mark. In Haushaltswarengeschäften. 10 größere Zahlen gibt's für 22 Mark. Von Granny

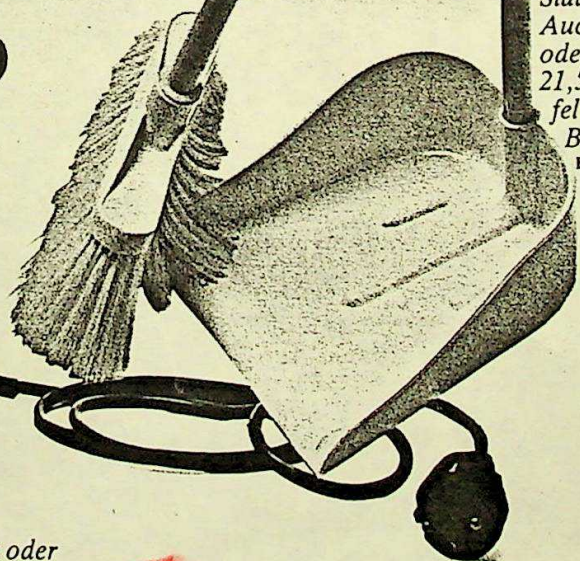
SCHÖNER  
 WOHNEN AUGUST, 1985  
 PAGE 52



Die weißen Schalen für Kuchen- oder Brotteig passen ins Backrohr, aber ebensovoll auch aufs Partybuffet. Aus ofenfestem Porzellan, stapelbar. Höhe 7 cm. 16x26 cm: 24 Mark; 32,5x 17,5 cm: 29 Mark. Granny

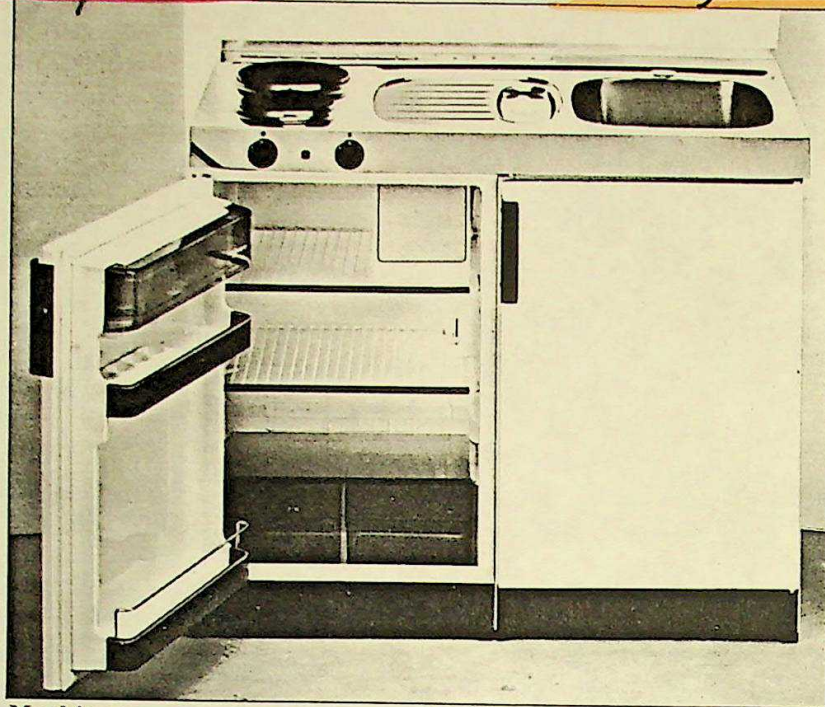
Wer sich nicht länger nach Stau und Schmutz bücken will, nimm eine Schaufel mit Stiel, 87 cm hoch Und dazu einen Besen mit haarfeinem Kunststoffquast, der den Staub anzieht. Auch in Schwarz oder Grau. Besen 21,50 Mark, Schaufel 14,90 Mark. Bei Bodum

Bezugsquellen Seite 1



Espressomaschine, die den starken italienischen Kaffee original mit dem berühmten Spiegel liefert. Und auch der schäumende Capuccino gelingt perfekt. In Weiß, Schwarz oder verchromt für 210 Mark. Granny





### Meal in one

The various products on these pages were found by our correspondent Paul Walton at Domotechnica, Germany's mammoth

consumer goods fair at which technical and design trends may first be spotted. Shown above is a new all-in cooker, fridge, sink, drainer and storage

unit from Neff called Komiküche. It is not yet available in the UK, but further details are available from Neff; (01) 848 3711.

DESIGN 439

PAGE 22

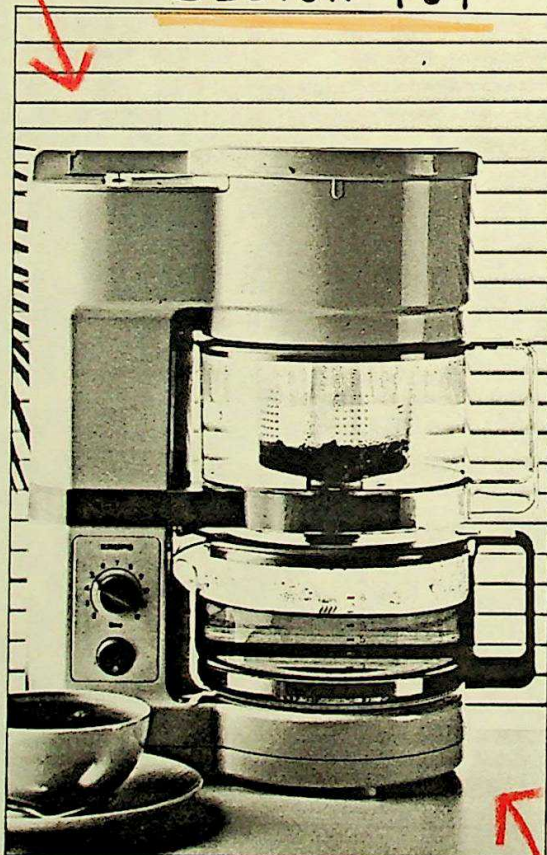


### Blow your mind

No, the creatures from Alpha Nine have not invaded - this extraordinary headgear is the latest in hair care for

the high-tech hausfrau.

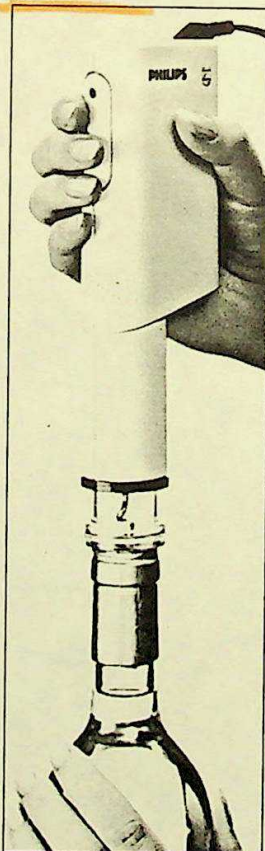
Made by Krups, it's an air cushion hood hair dryer. But will it sell in Basildon? Krups UK can be contacted on (0708) 86493.



### Teatime tech

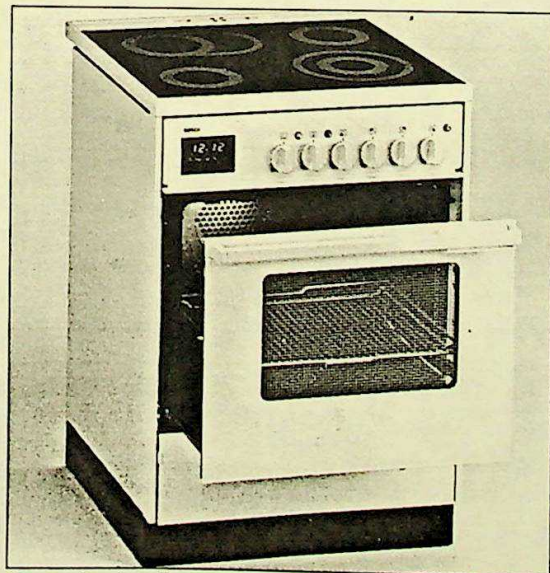
'If only all the teapots from which tea is drunk in England and America were good German teapots!' Thus spake

Friedrich Naumann, protesting about the UK pot's tendency to cool and stew the tea. Here is the Krups' efficient-but soulless-solution.



### A Corker

One way to deplete the European wine lake, but how weak does drinking really make you? Phillips is on +31 40 79 11.

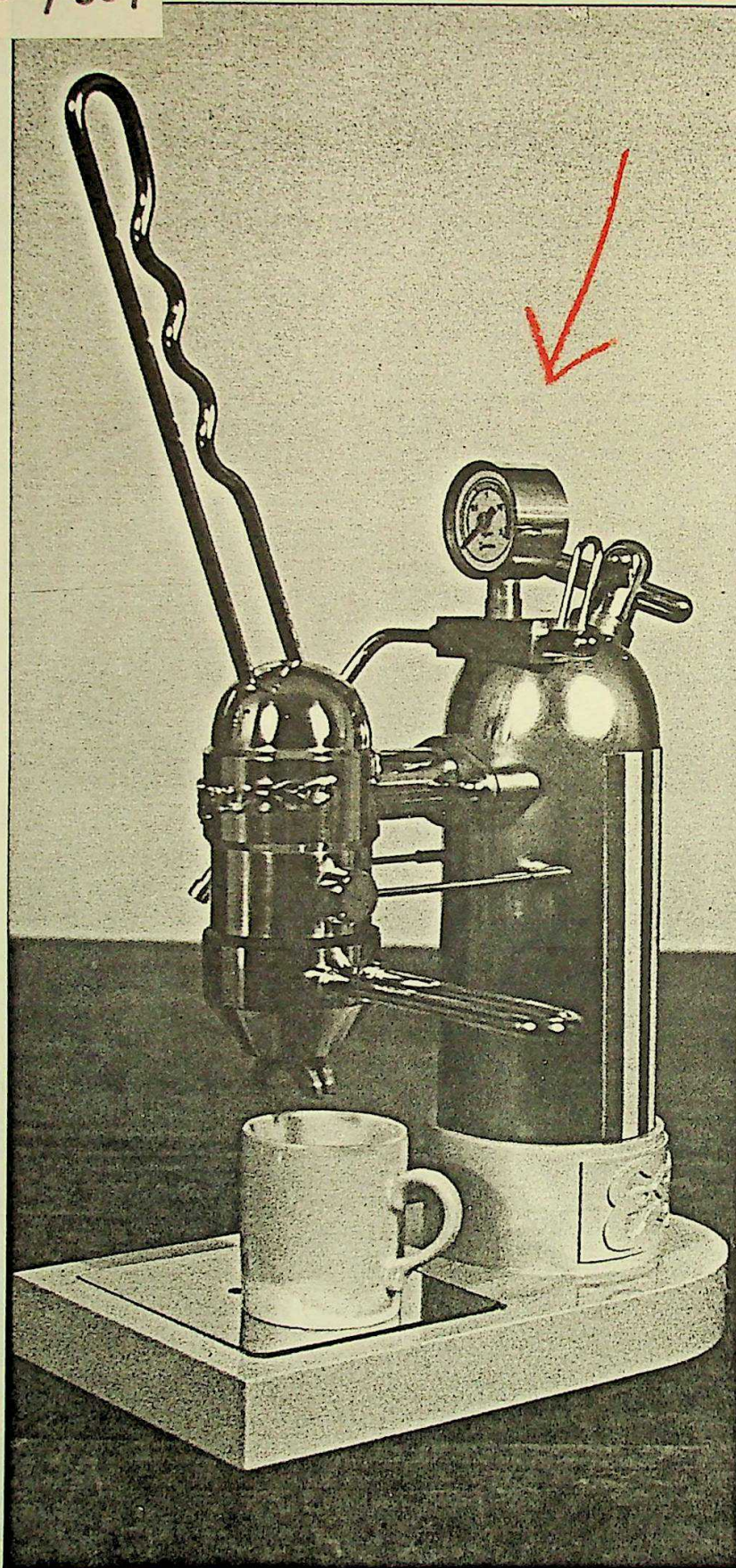


### Boon for backs

An excellent innovation in ovens - the pull out compartment. Why has it taken so long to incorporate this excellent

idea into electrical appliances? British back sufferers will want Bosch to bring the product out in the UK soon. +49 89 416300.

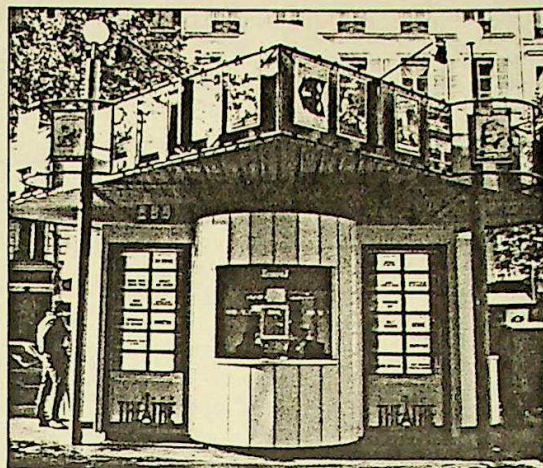




**Expressive espresso**  
Royal College of Art  
industrial design student  
Andy Davey designed this  
espresso coffee machine

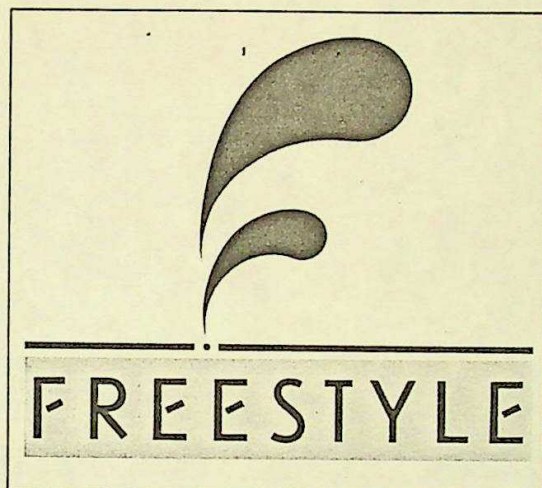
after being stimulated by  
a DESIGN feature on the  
subject (December 1983,  
page 42). His aim: to give  
the machine character

with knobs, dials and  
gleaming chrome. Details  
from Andy Davey, 28  
Evelyn Gardens, London  
SW1; (01) 370 2472



**Just the ticket**  
Two young French  
architects, Philippe  
Guibout and Philippe  
Gardette, have designed

this stylish new cut-price  
theatre ticket kiosk in  
Paris. A much better  
solution than London's  
cutesy equivalent.



**Holiday mood ...**  
A logo for an up-market  
brand of Thompson  
Holidays. Commissioned  
by Freestyle's advertising

agency Wight Collins  
Rutherford Scott, which  
chose Minale Tattersfield  
to capture the spirit of  
holidaying in print.



**... with ice cream too**  
Also designed by Minale  
Tattersfield, this range of  
packaging is for Tuscany-  
based ice cream maker

Sammontana, currently  
Italy's fifth largest ice  
cream company. Milton  
Glaser originally designed  
the 47 packs in the range.



OCTOBER, 1984

HONG KONG HOUSEHOLD

PAGE 32

## OUT OF THE FRYING PAN INTO THE WOK

Hong Kong-made electrical household appliances have gained worldwide recognition within a relatively short period. From a 1970 export value of HK\$34 million, the industry has grown by more than a hundred-fold to reach the grand figure of HK\$3,673 million in 1983.

This manufacturing sector continues to register dramatic growth. In the first half of 1984, exports amounted to HK\$2,576 million worth, a 61 per cent increase over the same period of 1983.

Innovative designs and good value for money have always been the main selling points for Hong Kong-made products. In the case of

kitchen electrical appliances, manufacturers here are never short of new ideas.

Examples are the non-stick cooking utensils with silverstone-lined interior and satin-finished exterior from Meyer Manufacturing Co. Ltd., available as standard or electrically operated models. The range includes not only pots and pans but also Chinese *woks*, which are gaining in popularity, especially in the United States.

Now, the same manufacturer is launching another line of electric kitchenware made of stainless steel with aluminium clad bottoms. Production started in July 1984 and

initially Meyer is introducing only the wok, frying pan and a multi-purpose pot, with 14, 12 and 12 inch (36, 30 and 30 cm.) diameters respectively. All are available for use on 120 volts. According to Meyer's sales manager, Joseph Lo, the company will introduce more models working off other voltages later.

Among the other items in this category coming off Hong Kong production lines are timers, coffee makers, electric kettles, electric knives, can openers and mixers, food slicers, corn poppers, toaster ovens, egg beaters, juice extractors and even a bag sealer.

Hong Kong-made electrical kitchenware generally is as good as anything on the market. A coffee-maker from Melitta Marketing (HK) Ltd., for example, was described as the "Best value for money" in the independent British consumer magazine *Which* in 1983 after tests of similar products, mostly from Europe and Japan.

Indeed, many Hong Kong-made electrical appliances now carry UL, CSA, VDE, BEAD or SAA marks to show the products meet the stringent requirements for selling in the United States, Canada, Federal Republic of Germany, Britain and Australia, respectively.



PHOTOGRAPHED BY WEI-LIH CHEUNG

10-cup, "Quick Drip" coffee-maker with LED time display and automatic timer from Topping Engineering Co. Ltd.



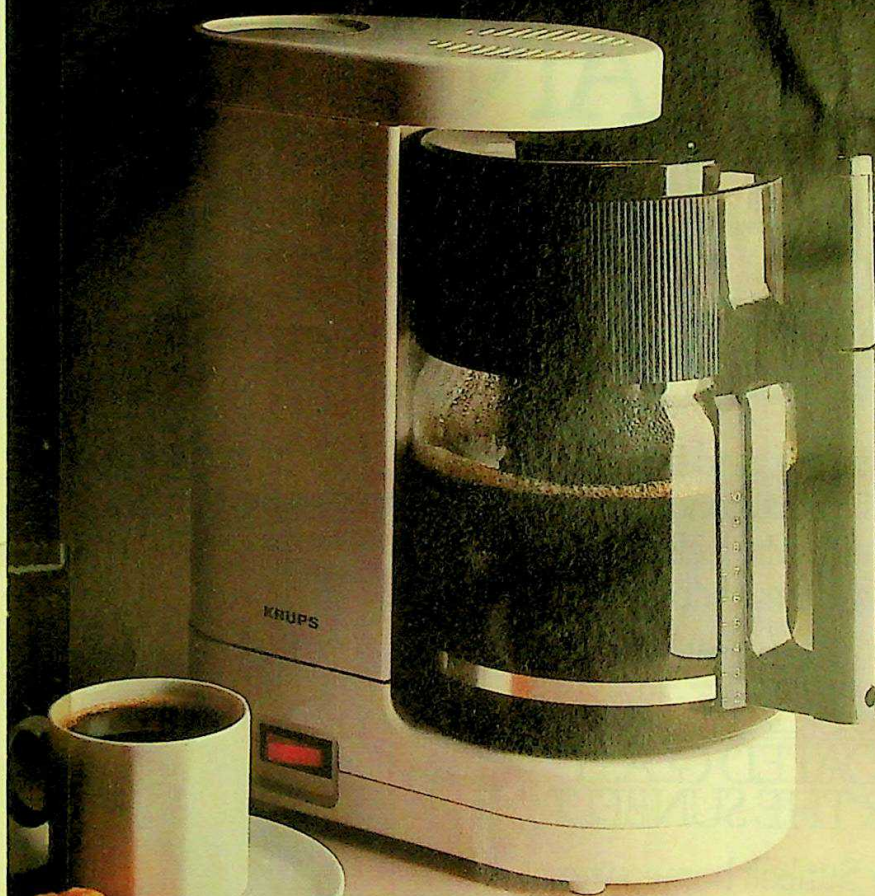
**KRUPS**

QUALITY...BY DESIGN!

PAGE F6

OCTOBER 1984

Let Krups make your next cup of coffee.  
Perfectly.



Deep, dark and delicious. That's coffee made with KRUPS "BREWMASTER's" exclusive "Deep Brew" system. "Deep Brew" heats water to an ideal temperature and pulses it through the grinds with a controlled rhythm. This precise blending gives you the fullest, most robust flavor, and the richest aroma. Truly, a perfect cup of coffee. That's why KRUPS "BREWMASTER" (#261) has been judged "the best electric drip coffee maker in America!"

To make it absolutely perfect, grind your own beans with KRUPS "FAST TOUCH" (#203) electric coffee mill. You'll taste the difference with the first cup.



BETTER HOMES  
& GARDENS

### "KRUPS FOR COFFEE" SPECIAL OFFER!



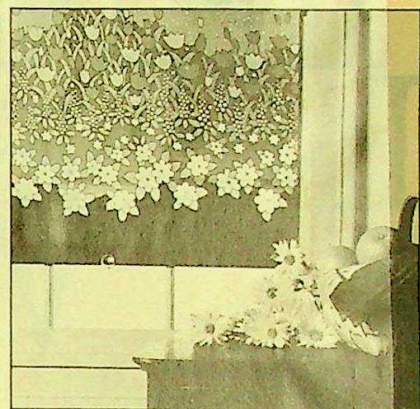
We want you to enjoy the taste of fine coffee. Our "Gourmet Test Pack" consists of four 6 oz. samplers of famous COMMUNITY WHOLE BEAN COFFEES (Community Blend, Altura Blend, Community Blend-decaffeinated, and pure Kenya AA) plus two 10 oz. KRUPS FOR COFFEE mugs. A \$17.00 value. Send check or m.o. for \$5.00 plus \$1.50 for postage and handling to: KRUPS SPECIAL OFFER, P.O. Box 3778, Baton Rouge, LA 70821. Allow 4 weeks for delivery.

ROBERT KRUPS, NORTH AMERICA • 7 PEARL COURT • ALLENDALE, N.J. 07401

## FURNISHINGS

### New Style For Shades

D 7-3019 XR




Stylish new looks have replaced the once-plain look of window shades. Spiced with fresh colors, textures, and patterns, these custom shades work beautifully alone or with draperies.

You can choose from more than a dozen different textures and patterns in colors ranging from brights to pastels and neutrals. Optional tassels, pulls, trims, scallops, and matching valances add dressier touches.

Besides providing decorative flexibility, these shades are durable and easy to maintain. Their acrylic-stabilized fabric wards off dust and dirt, resists fading and wrinkling, and stays soft. Vacuuming with a brush keeps the shades dust-free; sponging with warm, sudsy water removes heavier soil.

Like other window shades, these help cut your energy costs, too. A closely woven, white or lightly colored shade properly mounted inside the window casing can reduce winter heat loss up to 25 percent and reflect up to 55 percent of the sun's hot rays.

Although the initial cost of these shades is considerably higher than regular ready-mades, they last much longer—up to 15 years or more with good care. A 32-inch-wide shade in the pattern above is priced around \$60. A solid-colored or subtly striped one in the same size costs about \$55.

To see all the patterns, ask about custom shades from *Kirsch* at department and window specialty stores. 

Photograph: George Ceolla



D7/309

# AMORE MIO: ESPRESSO

Espresso ist nicht nur die heiße Liebe der Italiener. Auch nördlich der Alpen findet der Dunkle, Starke immer mehr Verehrer. Unentbehrlich für die Herstellung des aromatischen Getränks ist eine Espressomaschine. SCHÖNER WOHNEN zeigt hier eine große Auswahl

OCTOBER  
1984

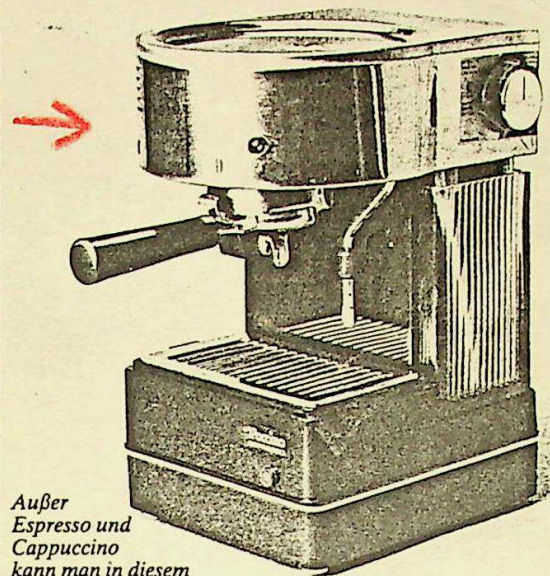
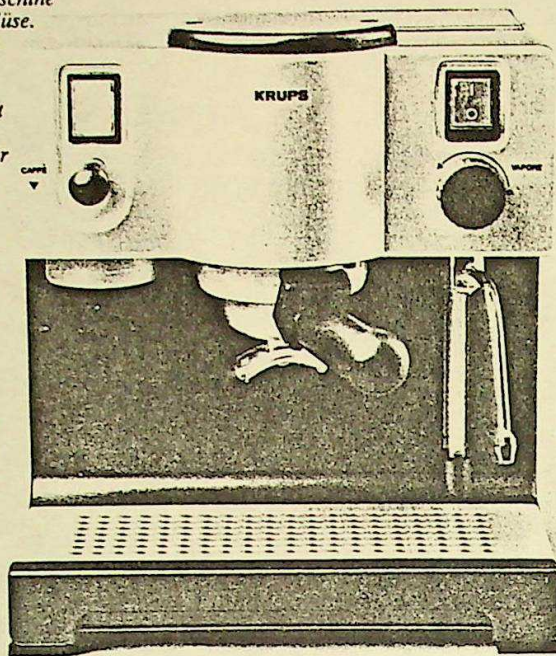
SCHÖNER  
WOHNEN PAGE III

Espressomaschine mit altmodischem Design und moderner Technik. Sie ist mit Manometer und automatischem Druckregler ausgestattet, hat einen Wasserbehälter für 1,6 l und eine Dampfdüse. »Professionals«, ca. 1240 Mark, von Pavoni



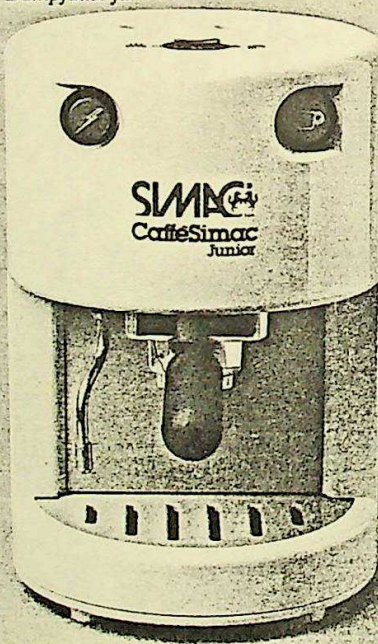


Espressomaschine mit Dampfdüse. Der herausnehmbare Wasserbehälter faßt 0,8 l, das reicht aus für 14 Tassen Espresso. »Espresso plus«, ca. 330 Mark. Krups

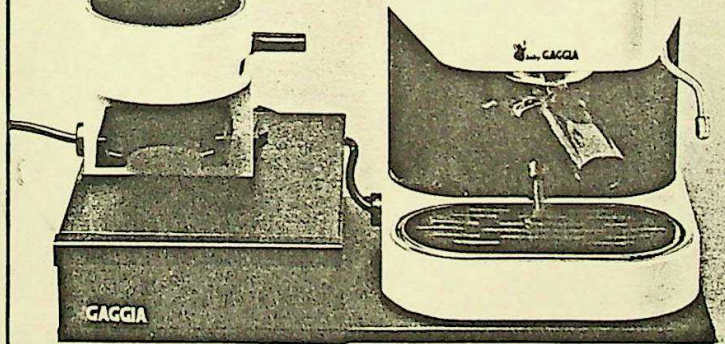
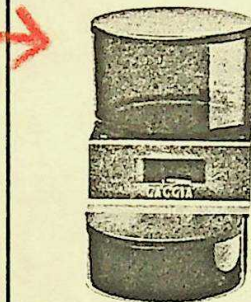


Außer Espresso und Cappuccino kann man in diesem Gerät auch heißes Wasser, z. B. für Tee, zubereiten. »Stretta de luxe«, ca. 890 Mark. Poccino

Espressomaschine mit schwenkbarer Dampfdüse für Cappuccino und herausnehmbarem Wasserbehälter für 1,4 Liter. »Caffè Simac junior«, ca. 330 Mark, von Simac



## SCHÖNER WOHNEN



Maschine und Mühle stehen auf einem Unterbau mit Schublade. Sei ca. 1645 Mark, Maschine »Baby-Gaggia« 1000 Mark. Gaggia

## EINE DAMPF- DÜSE FÜR CAPPUCCINO- LIEBHABER

»Nichts auf der Welt bringt die Dinge so schnell wieder ins Lot wie ein guter Espresso«, sagen die Italiener. Diese Erfahrung haben wohl auch wir »Nordlichter« gemacht, denn inzwischen werden auch nördlich der Alpen mehr und mehr Espressomaschinen angeboten. Sie funktionieren im Prinzip immer noch so, wie schon Beethoven es beschrieben hat. Er berichtet von einer Kaffeemaschine, »welche das durch die heißen Dämpfe aufgelö-

ste Aroma durch Löschpapier mit solcher Gewalt durchpreßt, daß auch nicht ein Atoma mehr in dem ausgelaugten Kaffeepulver zurückbleiben könne, wodurch Ersparung an Kraft und Geschwindigkeit gewonnen wird«.

Heute wird das Wasser in der Maschine erhitzt, entweder in einem Boiler oder einem Durchlauferhitzer, und dann von einer Druckpumpe oder über einen geschlossenen Druckbehälter durch ein

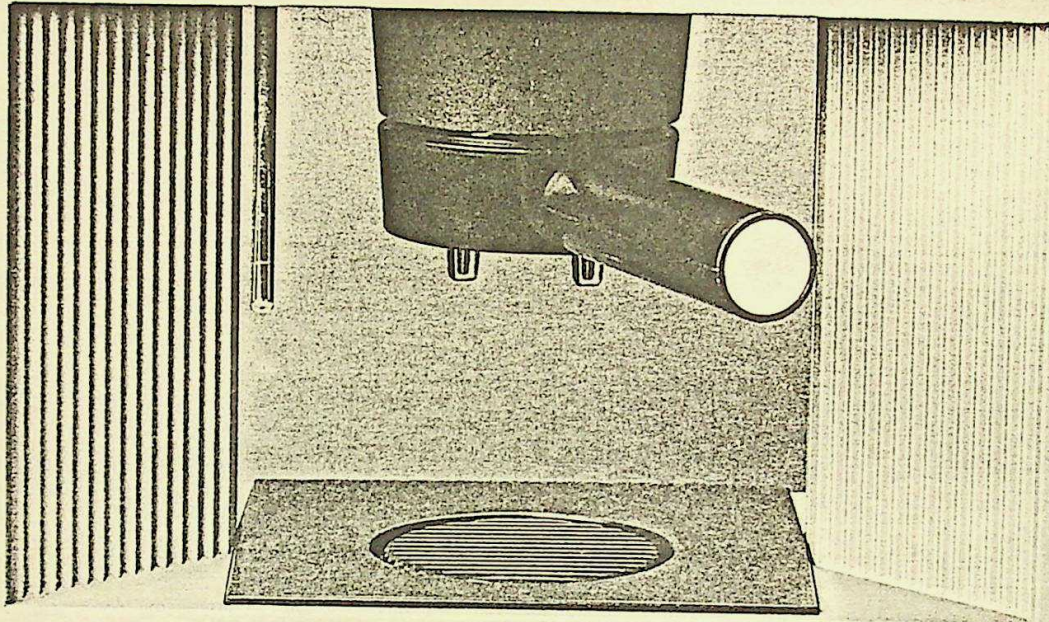


Halter demschlichten  
Außen aus grauem Kunststoff  
verbirgt sich ein Wassertank  
für 1,3 Liter. Dazu eine Dampf-

düse zum Aufschäumen  
und für heißen Wasser. Caffè  
concerto CFE 32, ca.  
500 Mark. Hersteller: Girmi

☉ Caffèconcerto

GIRMI



Sieb mit dem Kaffeemehl gepreßt. Neu sind Maschinen, bei denen das Wasser mit einer Zentrifugalschleuder durch eine Filtertrommel mit Kaffeemehl gepreßt wird (bei den abgebildeten Maschinen: Siemens und Tchibo). Klassisch sind die beiden ersten Methoden. Mit welchem System man den besten Espresso herstellen kann, darüber läßt sich trefflich streiten, denn es kommt nicht nur auf die einzelnen Elemente des Gerä-

tes an, sondern auf die Gesamtkonstruktion. Wer sich eine Maschine kaufen möchte, sollte sie sich nach Möglichkeit im Geschäft vorführen lassen und das heiße, schwarze Getränk probieren. Ein untrügliches Zeichen für einen erstklassigen »Caffè crema« ist feinporiger Schaum auf dem Espresso. Für manche Genießer gibt es noch eine Steigerung: Für sie ist der Genuß erst vollkommen, wenn sie den Espresso mit einer Haube

heißer, aufgeschäumter Milch, bestäubt mit Kakao-pulver oder Zimt, krönen. So einen »Cappuccino« kann man nur herstellen, wenn die Espressomaschine mit einer Dampfduße ausgestattet ist. Mit ihr kann man auch kalte Getränke erhitzen und Tassen anwärmen.

Espressomaschinen sind wesentlich teurer als Kaffeemaschinen. Das liegt daran, daß ihre Technik sehr viel aufwendiger ist: Da das heiße Wasser mit sehr hohem

PAGE 113

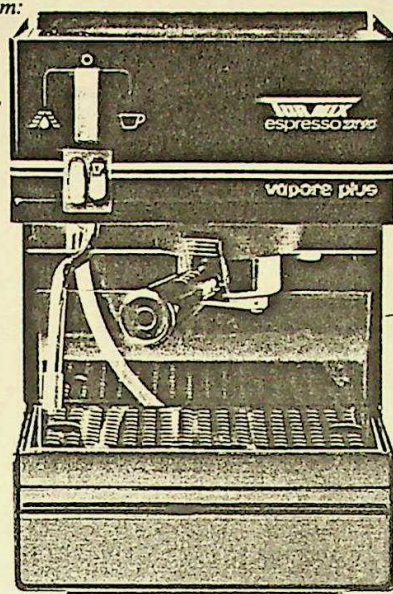
SCHÖNER  
WOHNEN



Espresso-  
maschine mit  
Dampfdüse  
und Wasser-  
tank (2,5 l). Im  
Deckel ist eine  
Warmhalte-  
platte für  
4 Tassen.  
»Coffee-Gag-  
gia«, ca. 600  
Mark. Von  
Gaggia

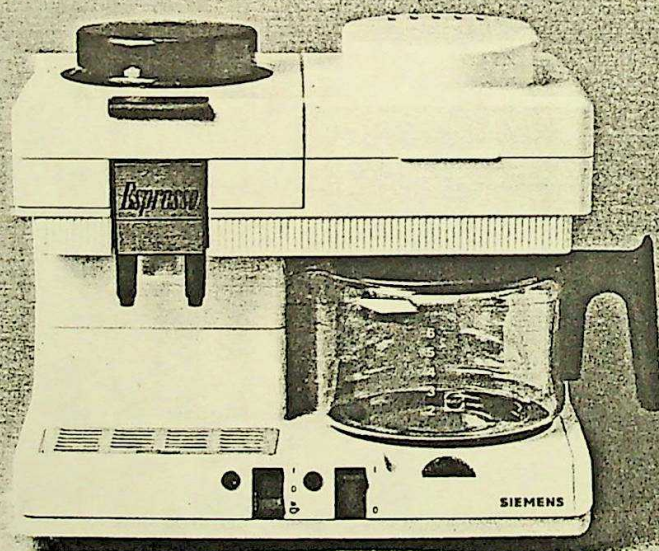


Ein Durchlauferhitzer  
sorgt dafür, daß frisches Wasser  
schnell erhitzt  
wird. Außerdem:  
Dampfdüse  
und Warmhalte-  
platte.  
»Vapore plus«,  
ca. 890 Mark.  
Turmix

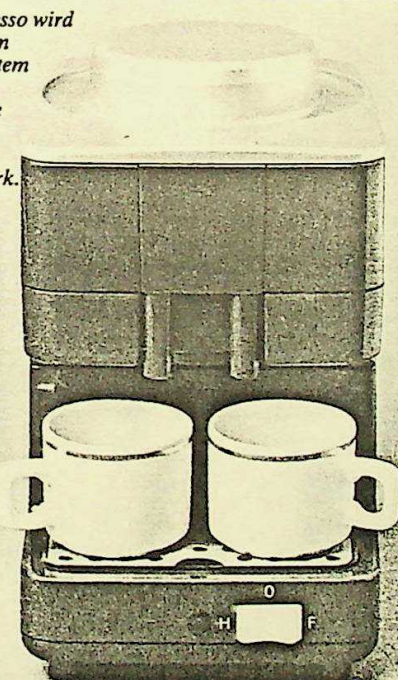


## SCHÖNER WOHNEN

Kaffee- und Espressomaschine in  
einem Gerät. Beide kann man gleichzei-  
tig in Betrieb nehmen. »Cafeteria«,  
ca. 190 Mark. Siemens



Der Espresso wird  
nach einem  
neuen System  
mit einer  
Zentrifuge  
zubereitet.  
»Picco«,  
ca. 90 Mark.  
Tchibo



## ZEICHEN FÜR GUTEN ESPRESSO: DIE CREME

Druck durch das Kaffeemehl  
gepreßt wird, muß der In-  
nenbehälter der Espresso-  
maschine sehr stabil und das  
Kaffeesieb besonders gut  
eingepaßt sein.

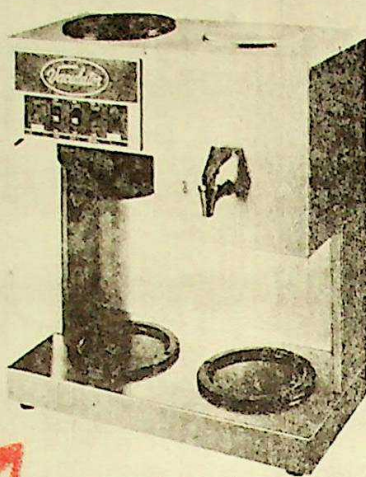
Wem eine elektrische  
Espressomaschine zu teuer  
ist, der kann sich eine  
Espressokanne kaufen, die  
man auf die Herdplatte  
stellt. Die Kanne besteht aus  
zwei »Etagen«. In die untere  
füllt man Wasser. Wird es er-  
hitzt, entsteht Druck und das  
Wasser wird durch das Kaf-

feemehl gepreßt. Es fließt als  
Espresso in den oberen Be-  
hälter. Allerdings: Auf den  
für Italiener so wichtigen  
Schaum muß man bei diesem  
Espresso verzichten.

Pavoni, über Culinaria, Postfach 233, 2000  
Hamburg 6, Tel. 040/436844. Krups, im Elek-  
trofachhandel und in Fachabteilungen der Kauf-  
häuser. Poccino, Holter Weg 72, 4000 Düsseldorf  
12, Tel. 0211/287004, und im Fachhandel.  
Simac, Collini Center 12, 6800 Mannheim 1,  
Tel. 0621/103077. Gaggia, über Form und  
Funktion, Kleingemünder Str. 72, 6900 Heidel-  
berg, Tel. 06221/80571, und im Elektrofach-  
handel. Girmi, über Postorder Steinkühler,  
Postfach 1914, 2000 Hamburg 13, Tel.  
04103/84903. Turmix, über architektur und  
wohnbedarf, 7151 Burgstetten, Tel.  
07191/63795. Siemens, in Kaufhäusern und im  
Einzelhandel. Tchibo, in allen Tchibo-Filialen



D7/309



**VACULATOR LINE GROWS:** New from Vaculator is the VAC-1503F (at left), a three-burner automatic coffee brewer with an optional hot water faucet for allied products. Another option is the "brew ready" light, which indicates proper brewing temperature for maximum flavor extration. An optional stainless-steel brew basket is also available. Models are supplied for 120 VAC, 15A or 120VAC, 20A for faster recovery. If necessary, the brewer can be operated as a manual pour-over. And it's equipped with a master on/off switch so it can be turned off overnight or over the weekend to conserve energy. The unit measures 17 ins. wide x 8½ ins. deep x 19½ ins. high. Information on the VAC-1503F and other Vaculator coffee equipment can be had from the manufacturer at 311 N. Desplaines St., Chicago, IL 60606.

## DISC Computer Sy Offers Total Pricin

CAMBRIDGE, Mass. — Allan Z. Gilbert of Data Intelligence Systems Corp. reports that the DISC office coffee service package is presently in use by some 13 operating companies, and that it has proven extraordinarily successful in the field.

A major attraction of the DISC system is its ability to maintain a unique pricing structure for every product sold to every customer, Gilbert told V/T. These prices may be adjusted when necessary, either on a client-by-client basis or "globally" (i.e., if coffee prices increase, the increment can be added to all coffee prices maintained in the system's files).

D7/309

# THE PROFIT BREAK!



## Herb-Ox®

### INSTANT BROTH AND SEASONING

The high-profit, high-satisfaction alternative to ordinary hot drinks... the perfect allied product for extra business.

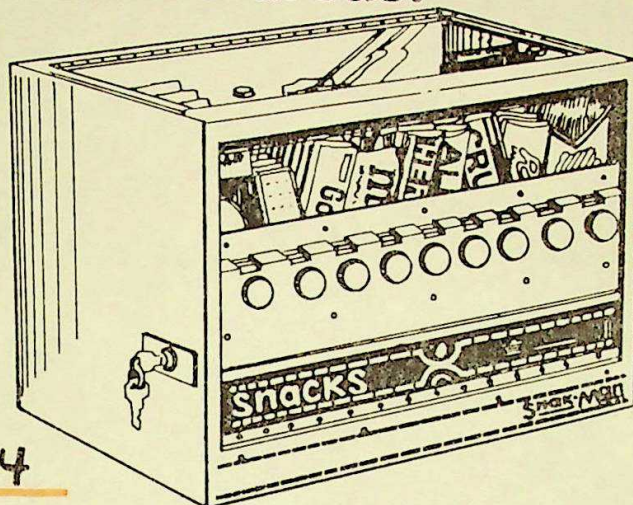




# Snak•Man

- New profitable opportunity in small account sales!
- Increase your sales 30% by expanding vending to decentralized areas!

- table-top unit measuring 28¾ x 22½ x 19"
- scratch-resistant plastic with plexiglass top
- easy installation weighs 35 lbs.
- 9 selections, 110 vends

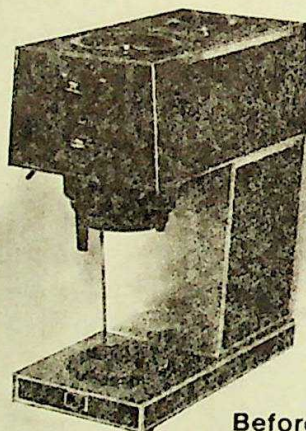


JULY 1984

**MINI-VEND™**

CALL NOW! ASK FOR NORMA ZIMPEL

2323 Voss • Suite 500 • Houston, TX 77057 • 1-800-231-5815 • Texas 713-978-71



Before

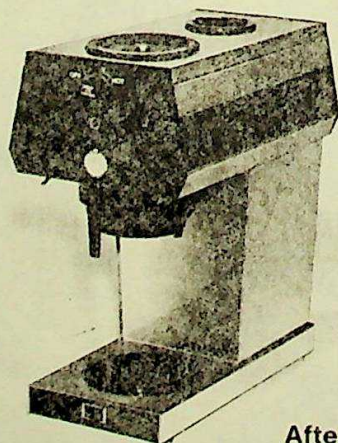
You can change the appearance of your old Reynolds Coffeemaker **IN LESS THAN 15 MINUTES!**

**Special Introductory offer Only \$29.50!**

An easy to assemble kit, designed especially for the conversion of the older Reynolds 370 into one that takes on the lines and color of a new coffee brewer. The introductory price is only \$29.50. To get your transfor-

mation kit(s) fill out and mail this coupon.

**I want to take advantage of your special introductory offer of a Reynolds Coffee-maker Transformation Kit for only \$29.50.**



After

**CORPORATION**  
1430 County Line Rd.  
Huntingdon Valley,  
Pennsylvania 19006  
**800-523-8928**  
In Pennsylvania  
215-934-6889

Please send \_\_\_\_\_ kit(s) to  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (Optional) \_\_\_\_\_  
Check enclosed for \$ \_\_\_\_\_ Please bill my Co. \_\_\_\_\_



D7/309

# EMS WHILE HANDLING COFFEE SERVICE CALL

should any be replaced because of chips or cracks?

• **FILTER BASKET**—is it cracked or broken? Has anybody washed it since it was first installed?

• **FILTERS**—are they the proper type for your machine, or has the location been "helping you out" with filters from the grocery store? (you might explain that the wrong filter doesn't allow the water to flow through the coffee grounds at the right speed, causing pots that are either too weak or too strong.)

• **COFFEE**—Were the packs really bought from your company? Are any torn or obviously stale? (Check your company policy about replacing stale packs.) Remind your customers that your company furnishes only coffee

which has been formulated to work well in this brand of equipment, and that grocery store brands of coffee may not be much fun when brewed in our machines.

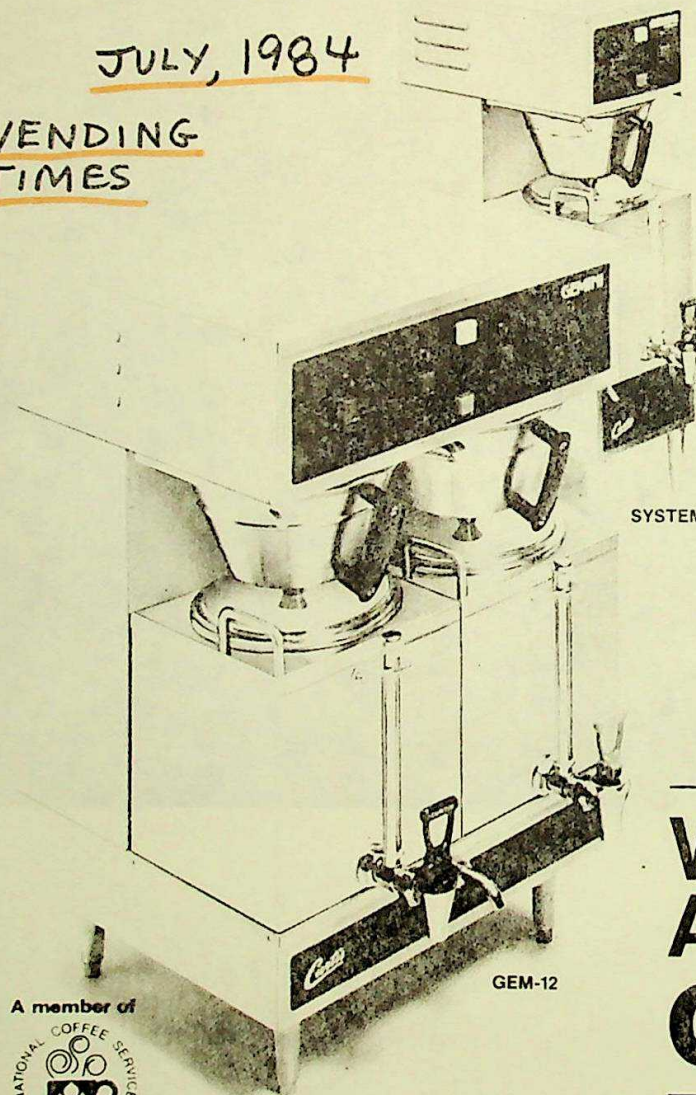
• **BREWING TECHNIQUE**—Do the folks at this location know how to level the bed of grounds before brewing? Does somebody know enough to remove the spent grounds after brewing, so the bitter residue doesn't drip into the decanter for hours?

5. **Fine Tune The Rest** of the installation before you leave. Check the creamer and sugar containers. Wash them if they need it. Has the same stained paper towel been lying under the cups and stir sticks since President Nixon was in office? Clean and organize the storage cabinet if one is present;

and provide a clean attractive break center. If snack boxes or other machines are also on location, check them out and straighten everything up before you leave. The account should be as clean as when it was first installed, and working perfectly, so that you won't have to visit again for a long, long time!

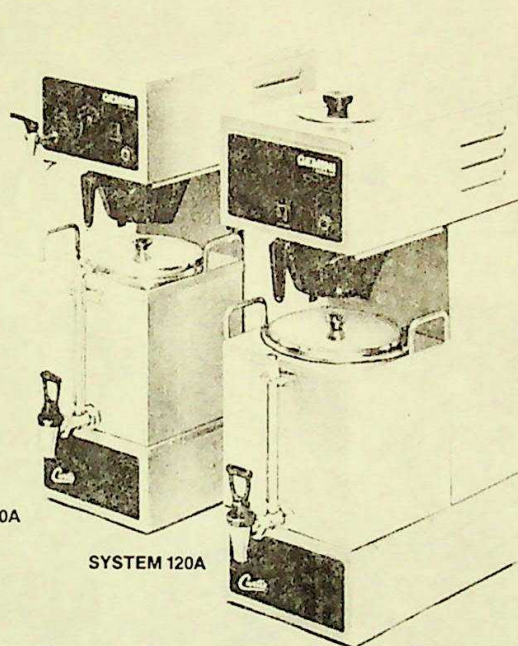
• 6. A Post-Script to all this good advice comes from a California mechanic, who reminded me: "the easiest way to make people at an OCS location angry is to fix a brewer on top of somebody's desk, and have it drip water, grounds, and rust on the surface. Be sure to ask whether there is some place you can work that won't inconvenience anyone, and don't forget to **CLEAN UP AFTER YOURSELF**!!!!"

JULY, 1984  
VENDING  
TIMES



GEM-12

SYSTEM 230A



SYSTEM 120A

SYSTEM 120P

PAGE 33

## Worlds Ahead... GEMINI

### HIGH-TECH COFFEE BREWING SYSTEMS

Put your coffee service light years ahead of the competition with the remarkable new GEMINI Coffee Brewing System. This exclusive concept in coffee service is the space-age way to attract and keep more customers...and increase your coffee sales.

Versatile and attractive, GEMINI is like nothing you've ever seen before. Its capacity, speed, convenience and economy is unmatched by any urn or

□ **SYSTEM GEM-12** offers twin independent brewing heads for up to 400 cups per hour, automatically. Perfect for regular and decaffeinated service. Touch button hot water for merchandising instant items. 18" Wide.

□ **SYSTEM 230A** provides all the advantages of the GEM-12 with one brewing head for smaller coffee service areas. Brews up to 200 cups per hour. Only





standard brewer. And its compact design lets you put coffee service into more locations.

The GEMINI Coffee Brewing System features a central module with either a twin or single brewing head. Coffee is brewed into a super-insulated stainless steel server, complete with drip-proof faucet. These portable satellite servers act as remote serving stations, keeping coffee at the perfect temperature for up to two hours without warmers.

Select from four systems including high volume, fully automatic systems, or reliable pour-over units for smaller requirements. Any GEMINI Coffee Brewing System you install will dramatically reduce service calls and increase your profits.

Available from your local distributor, or write for profitable information.

9" Wide.

□ **SYSTEM 120A** is a fully automatic system developed specifically for 120 Volt installations with smaller volume requirements. 9" Wide.

□ **SYSTEM 120P** is an advanced pour-over system that brings GEMINI technology into all areas of coffee service. No plumbing needed. 9" Wide.



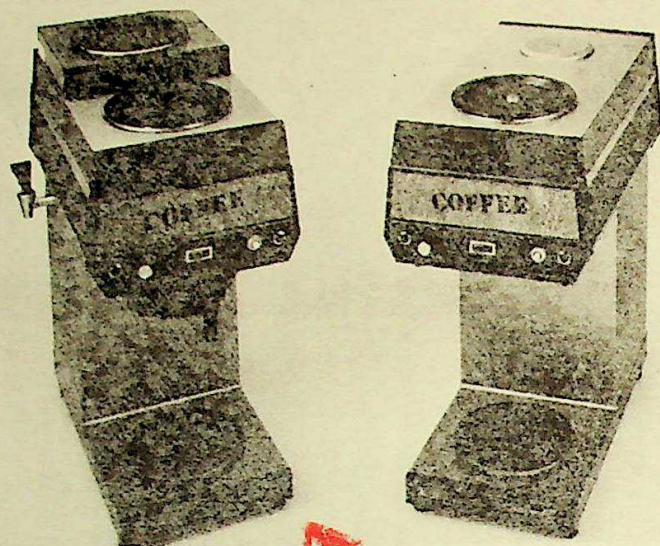
**WILBUR CURTIS COMPANY, Inc.**

1781 North Indiana Street  
Los Angeles, CA 90063  
Telephone: 213/269-8121

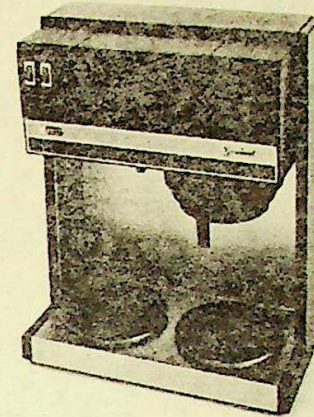
© 1983 Wilbur Curtis Company, Inc.

See Us at the N.C.S.A. Convention/Washington, D.C.  
Booth No. 806-808





**REYNOLDS UPDATE:** Now available from Reynolds/Alco are the "GB" (left) and "RG" (right) series brewers, designed to meet a wide range of operator needs. "GB" brewers are supplied in pour-over or automatic design and feature a non-clog water system, high-grade stainless steel construction, and a seamless water tank. Their modular design permits easy service (nothing besides a screwdriver is required), and their striking decor complements the beverage. The "RG" series also incorporates non-clog water system and modular tank design. Tank and warmer bases are stainless steel, and a line of matching warmer stations and add-on warmers is available. Information on these and other Reynolds models can be had from Reynolds/Alco division of Alco Food-service Equipment Co., 2401 North Palmer Drive, Schaumburg, IL 60196.



PAGE 36

# Litton OCS-5: It works overtime in a 9 to 5 world.

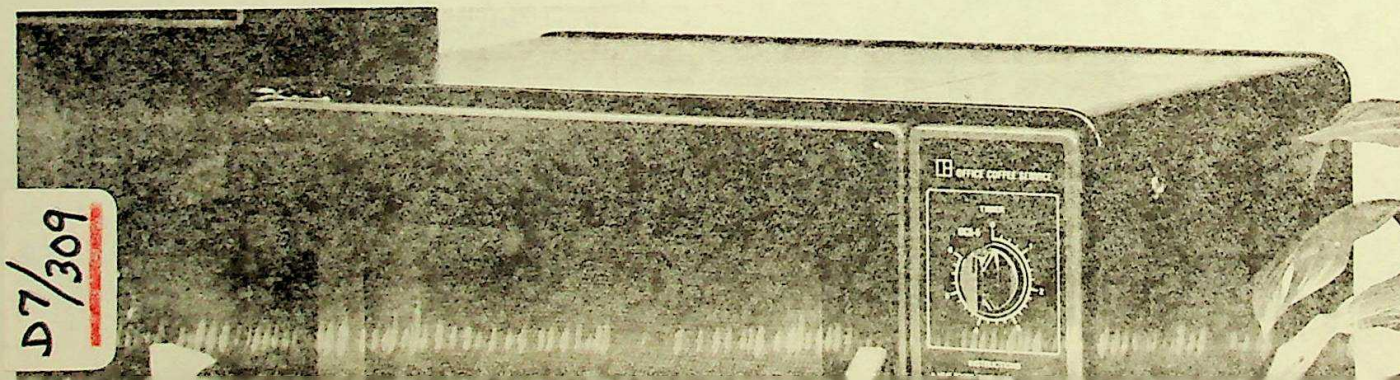
**WHAT IS OCS, ANYWAY?**  
(Continued from Page 34)

fee, he provides equipment maintenance, equipment replacement, and equipment service... and the deliverer, usually a route man, performs a number of services, similar to those performed by the OCS operators."

True. But if that were the end of it, then why was the coffee service industry born in the first place? Is there nothing that distinguishes it from the food service coffee roaster-supplier?

For the above-mentioned letter writer, and the many others who are confused about what coffee service is, let us define it once and for all. Firstly, it is correct to say that the coffee service operator, the roaster, the gourmet bean store retailer, the green coffee broker, and the green coffee grower, among others, are all in the coffee business.

The conceptual common denominator, the "genus," for all of these trades is coffee, and subsumed under the concept "coffee" are many subcategories as noted above. But if coffee is the genus, the common link between these sub-industries, what is the





*"It's perfect! You know how much I love good coffee."*

The new Melitta 10-cup automatic makes the perfect gift for anyone who appreciates great coffee—consistently great coffee, cup after cup. Melitta's unique cone-shaped filter is the secret. It concentrates coffee grounds under the flow of water, so all the coffee goodness comes through every time.



Great coffee is in the making.



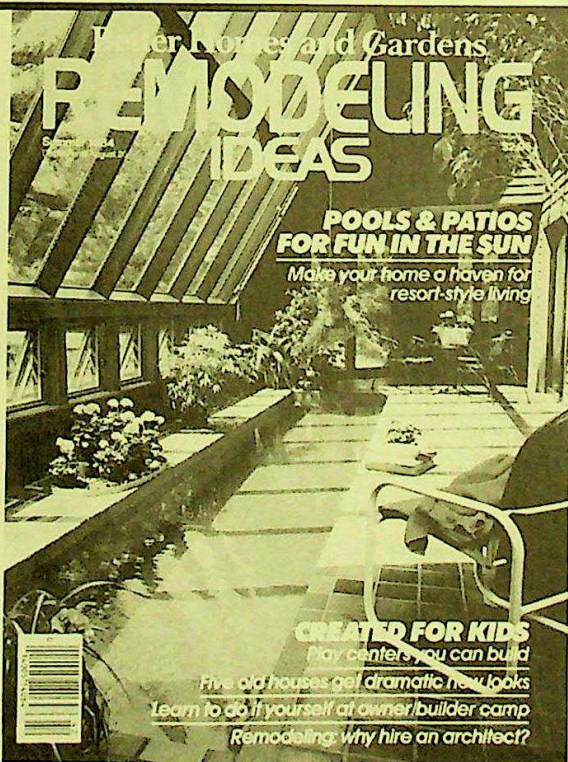
Look for Melitta® coffeemakers, coffee, filters and replacement carafes at your favorite store or supermarket.

BETTER HOMES & GARDENS

want  
more  
style  
and  
space  
?

here's help  
from

**Better  
Homes**  
and Gardens®



PICK UP YOUR COPY OF  
**REMODELING IDEAS** AT YOUR NEAREST  
NEWSSTAND NOW!





Floral  
Studies by  
R. Hoeffner

**YOUR CHOICE:**  
**Either pair of**  
**decorator prints**  
**only \$10.00!**



Country  
Scenes by  
Orpinas

**Both complete with**  
**wicker-look\* frames!**

A great decorating value that's hard to beat! Just think how nice either pair of these lovely framed prints will look in your bath, foyer, family room or bedroom! A wonderfully pretty gift idea, too! Each framed print is 12½" x 17" overall, and either pair is truly a super value! Order today and save! As always, your satisfaction is assured with Wild Wood Gallery or your money promptly refunded.

\*Manufactured of finest quality polystyrene with the look of wicker

## CLIP AND MAIL TODAY!

Wild Wood Gallery, Inc. Dept. 476S  
P.O. Box 300, 4001 S. Salina St., Syracuse, NY 13205

Yes! Please rush my order today!

#802241 Floral Studies Print Pair \_\_\_\_\_ (qty.)

#802240 Country Scenes Print Pair \_\_\_\_\_ (qty.)

\$10.00 + \$3.00 shipping and handling  
for each pair (\$13.00)

Total \$ \_\_\_\_\_

Sales Tax (NYS residents only) \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

☐ My check or money order is enclosed (DO NOT send cash).

Charge to ☐ MasterCard ☐ Visa ☐ American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I understand I must be completely satisfied or my money  
will be refunded. (Continental U.S. shipments only.)



## DECORATING

# Unveiling A Grand



The grand entry halls of their intricate architecture and heavy draperies typical colors and fanciful fabrics, or entrances like this one fresh light touch, contemporary elegance rather than overpower them.

Opening the front door to a welcoming sight, particularly well lighted by a bank of stained left untreated, except for a lights their unusual mullion section from the heat and color with tailored shades or shutters.

If your entry is blessed with take center stage. To emphasize fireplace in this entry, for instance. An old love seat and early 1900s, are covered in springtime look. Underfoot, the colors of the upholstery focus eye to the fireplace.

Furniture pieces collected to create a large, lofty entry. It was made by a family friend balance. Another collectible, a unique beads, crowns the setting for

Photograph: Maris/Semel. Design: Martha Field editor: Estelle Guralnick



D7/309

MAY/JUNE  
1984

PAGE 62

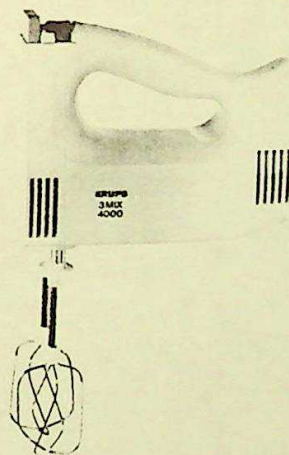
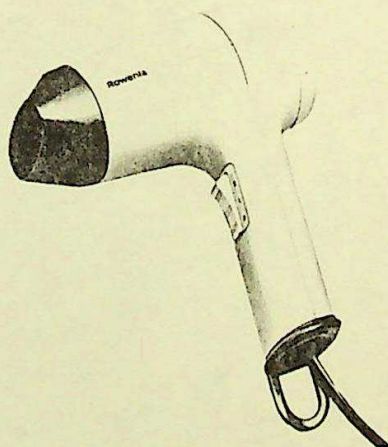
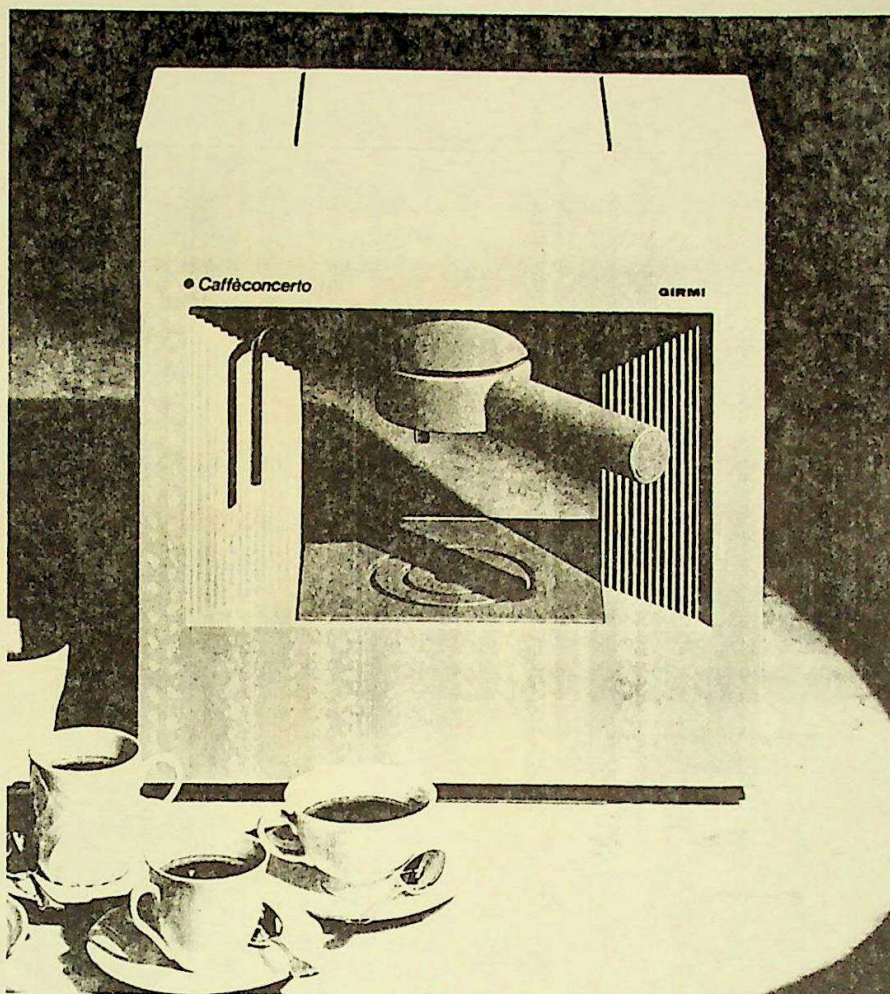
## INDUSTRIAL DESIGN

Girmi's "Cafe  
Concerto" theatrical  
expresso-maker  
(right) designed by  
Meda and Aldo Rossi

Rowenta's "Petit  
Gourmet" toaster-  
oven (below/left) with  
pictographs

Rowenta's white hair  
dryer (below/ center)  
with Memphis color  
accents

Ergonomically-  
formed hand mixer  
(below/right) by  
Krupps



### Cologne

The overall improvement in the quality of design of household and personal care products was striking at the Cologne 1984 *Domotechnica*. This year heralded a breakthrough, for Braun and Krups no longer held the monopoly on thoughtfully designed, classy-looking products. Speculation as to why may vary, but one probability is that companies that have been reluctant to invest heavily in technological developments during the recession have instead turned their attention to improving existing products.

It must also be noted that Memphis has had some impact on appliance design. Colors have unmistakably been influenced by the Italian movement, with the introduction of an increasing number of white appliances—both large and small—using cool greys and occasional accent colors borrowed from its palette. Examples include the new Rowenta

hair dryers in white and grey, with a turquoise or rose nozzle and hanging loop in its base, and the Tefal white iron with a wide grey stripe accented by a thin pink line above the base plate. These and other new appliances with similar color combinations contrast strongly with older models in the browns and beiges that designers were so fond of in previous years, making them seem decidedly dated and dowdy. The impact seems to have more to do, however, with the cooling psychological effect of grey than with the demerits of brown and beige.

Happily, some real progress has occurred in what had long been a design desert—the toaster. After years of fascination with chrome, Detroit-look toasters, the pendulum had recently swung back. During the past few years, everyone seemed to be outdoing each other with flowers, wheat sprays, and all sorts of "homey" surface appliques: pity



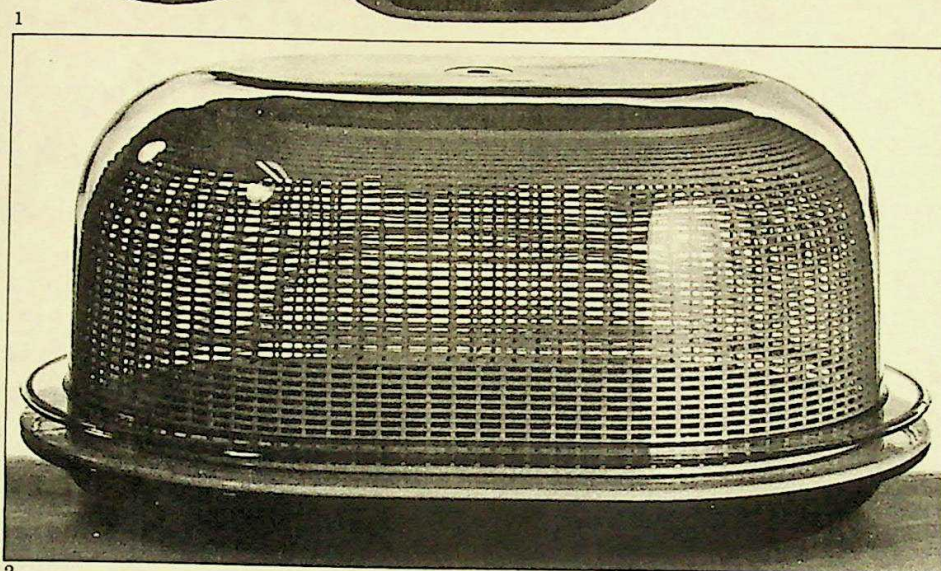
D7-309



APRIL 1984

DESIGN 424

PAGE 39



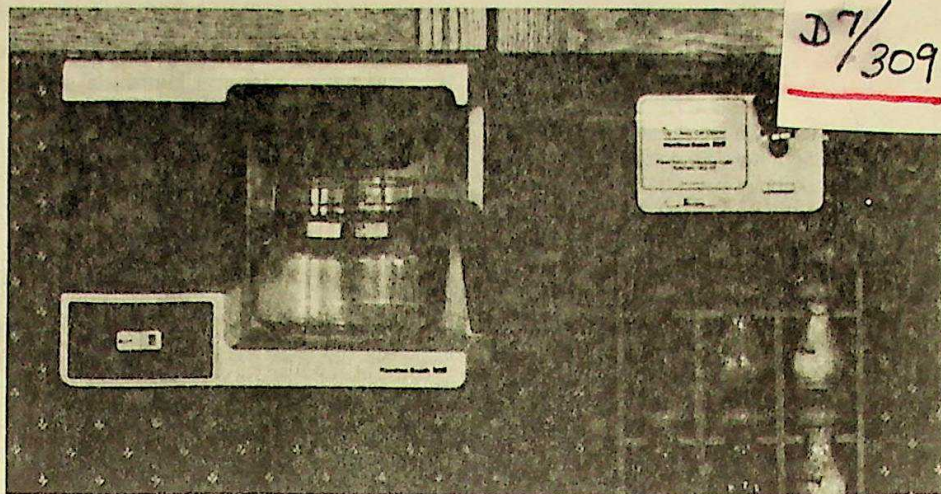
3 Australian design successes show that even traditional manufacturing can benefit from 'sunrise' technology: the Décor BYO wine cooler (designed by Richard Carlson looks simple, but it's a high-technology, quality product; for technology at the service of hedonism it has just been elected to MoMA's hall of fame. Other products which impress: (2) Décor's food, defroster; (3) Kjell Grant's

'roo-like Stack 2000 chair; (4) the best-selling Café Bar designed by Carl Nielsen. These examples show that when the design and product quality are right, goods can compete and hold markets despite freight and 'labour costs'



**Our New "Up 'N Away"®  
Appliances Are Real  
Up 'N Comers!**

These handy new Up 'N Away Appliances go up above the counter for maximum convenience, minimum clutter! There's an Up 'N Away Can Opener and 3 Up 'N Away Coffee Makers to choose from... with more appliances on the way! They all open up new sales opportunities!



MERCHANDISING APRIL, 1984

**Our New Non-Stop® Food Processor Is Designed  
For Non-Stop Sales!**

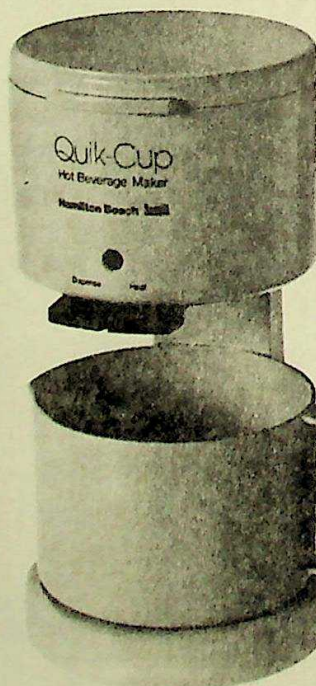
It has an extra-large continuous feed tube and spout that does those really big food processing jobs without you having to stop to empty out the bowl. This new food processor is a continuous joy for the people who use it — and sell it!



PAGE 14

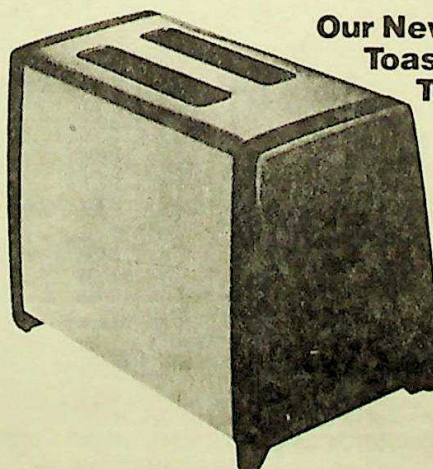
**Our New SilverStone® Slow Cookers Will Help  
You Clean Up Fast!**

Our CrockWatchers® are the only slow cookers with the non-stick SilverStone® surface! Faster clean-up for your customers! Faster slow cooker sales for you!



**Our New Quik-Cup® Is  
An Instant Winner!**

Designed to make steaming hot coffee, tea, soup, or cocoa in minutes. Perfect for home, dorm or office. And it's priced for quick turnover!



**Our New 2 & 4 Slice  
Toasters Are The  
Toast Of The Town**

Now we make them ourselves And they make toastiest bread, muffins, pop tarts and waffles! Two more reasons why people come home to Hamilton Beach!

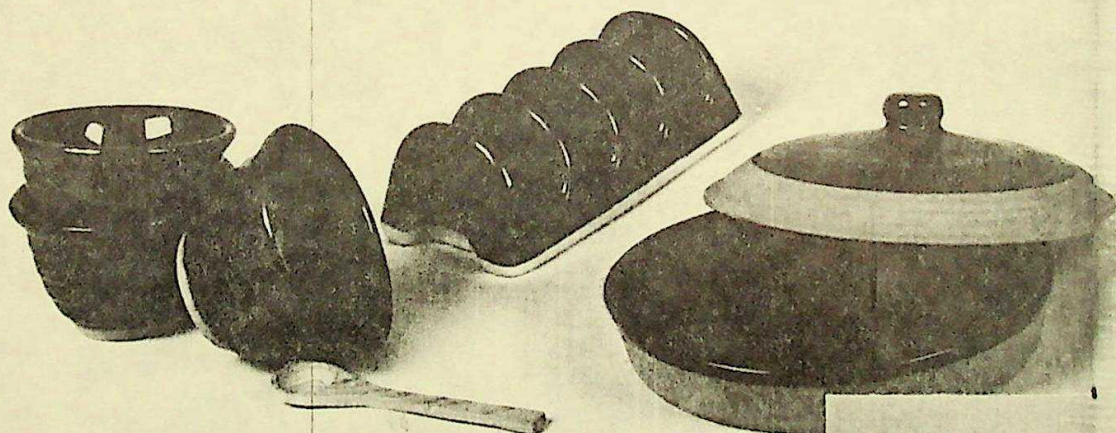
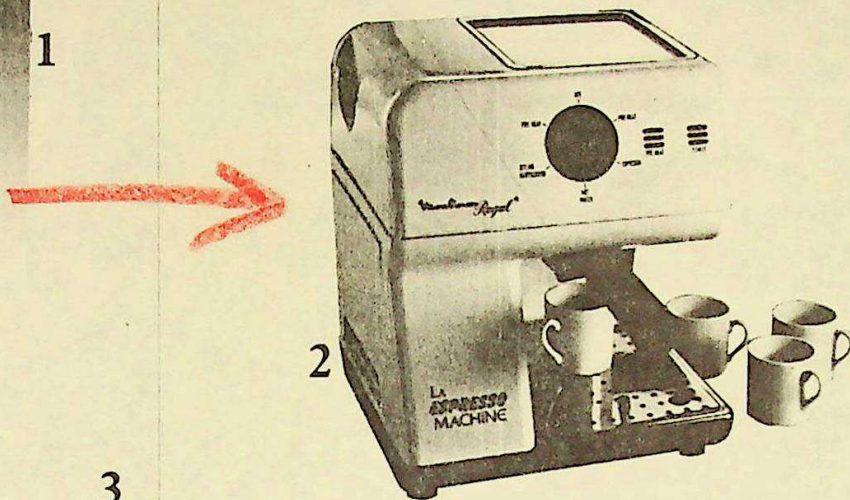
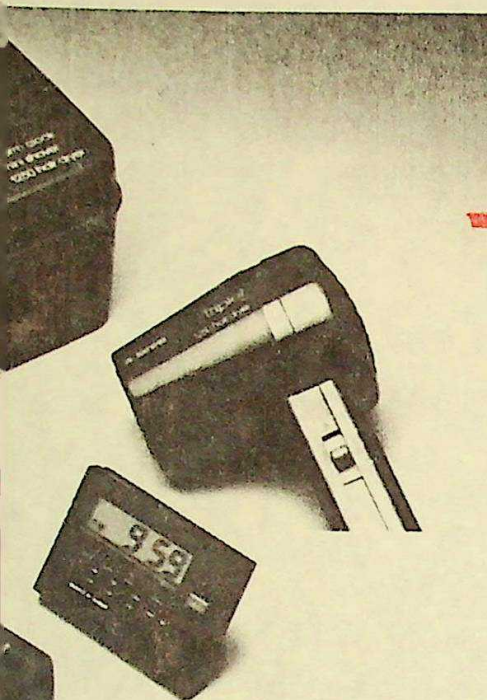


D7/309

# A preview of show

March 19, 1984

(TOP RIGHT)



HFD

March 19, 1984

page 52

6





D 7/309

FEB. 1984

PAGE 23

## VENDING TIMES

ARL... A outgoing executive director Dan Denman (right), r, Dean Wood, at association headquarters in Washington, D.C. inue to work with NCSA in a wide range of areas, principally munications and educational materials. See story on Page 24.

## Gourmets Unveils OCS Coffee Program, Appoints Steve Brodersen Special Marketing Rep

TAMPA, Fla.—Nationwide Gourmets, with production facilities in Tampa Bay, Fla. and Toronto, Ontario, Canada, is embarking on a broad OCS supply and support program, it was announced by company founder and president Stuart Daw. In addition to private-label coffee supply, the firm will be looking for exclusive distributors for its "Mountain Blend" coffee and "Flowerdale" tea, Daw told V/T.

"Mountain Blend" and "Flowerdale" have been quality brands to the hospitality industry since 1894, on a regional basis. "They will now be expanded to complete distribution throughout the United States and Canada," Daw reports.

The entire program is based on Daw's feeling, first expressed publicly in 1968, that the coffee service industry will gradually replace the traditional roaster as coffee supplier of the future to the entire foodservice market.

Steve Brodersen, formerly program coordinator for the Coffee Development Group, has joined Nationwide as special representative to the coffee service an gourmet coffee markets. He will be headquartered in the greater Washington, D.C. area.

Nationwide is headquartered at Tampa International Airport, B35, Tampa, Fla. 33607. Brodersen is based at 3705 S. George Mason Drive, Ste. 1904-S, Falls Church, Va. 22041.

## The Macke Co. Acquires Refreshment Systems, Inc.

BALTIMORE, Md.—The Macke Co. has acquired Refreshment Systems, Inc., a coffee service operation headquartered in Glenshaw, Penna. Macke, a national vending, foodservice, and office refreshment company, is a subsidiary of Allegheny Beverage Corp.

Refreshment Systems, which previously operated as Coffee Cupboard, was founded in 1973 by Robert J. Stanley, who will continue with the business. The operation serves clients in the greater Pittsburgh area.

"We expect that this acquisition will not only extend our present business, but will be instrumental in adding to foodservice operations in Western Pennsylvania," Macke president Robert A. Weisman observed.

the symposium at which this was accomplished agreed to propose a labeling program that would include:

(1) A Seal, specifying that participating operators are in compliance with the labeling standard, available to companies that voluntarily adopt the labeling standard;

(2) A kit label specifying the quantity of brewed coffee that the contents of the kit represents, either in terms of 60-oz. decanters or cups of specified volume;

(3) The kit label would also specify the number of coffee packets in the kit, as well as such information as Federal packaging laws may require. NCSA's legal staff is researching the latter question, and will advise the committee charged with drawing up the proposal that will be presented to the membership at the convention.

Participating in the symposium at which these recommendations were drafted were NCSA past-president Hatton C.V. Smith, Royal Cup Coffee (Birmingham, Ala.), a long-time champion of a voluntary labeling standard as a means of building the professional image of the industry; Williams, a leading spokesman for a standard based on volume rather than weight; and other in-

(Continued on Page 36)

## All Customers Are Not Created Equal. We Have the Brewer for Any Location.

OMNI... the exclusive Heat Exchanger eliminates conventional hot water tanks. □ The Energy Saver heating system is ready to brew from cold water in two minutes and can be turned off between cycles. OMNI brews 12 cups at a time — no waiting between brewing cycles. □ Fewer working parts means years of trouble-free service.

**Coffee-Inn's**

Specifications:  
19 1/2" High, 16" Wide, 10" Deep,  
1700 Watts, 15 amp 115 V., 16 lbs.



Coffee-Inns of America □ 10802 North 21st Avenue □ Phoenix, Arizona 85029 □ 602/944-3396 □ 800/528-0552

Non-Coin Operated



5:N/C Automatic Single Reservoir

Non-Coin Operated



D-6 N/C Automatic Dual Reservoir

Coin Operated



6:25 Pour-Over Batch Brew

Coin Operated

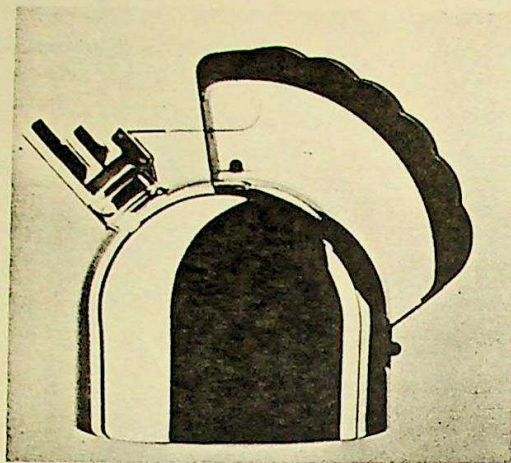


CBC Beverage Center

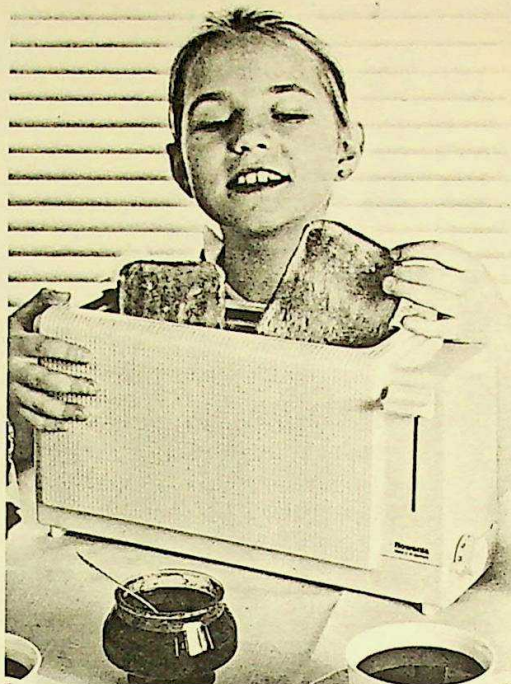
FEBRUARY, 1984  
VENDING TIMES  
PAGE 23

(BOTTOM R.)

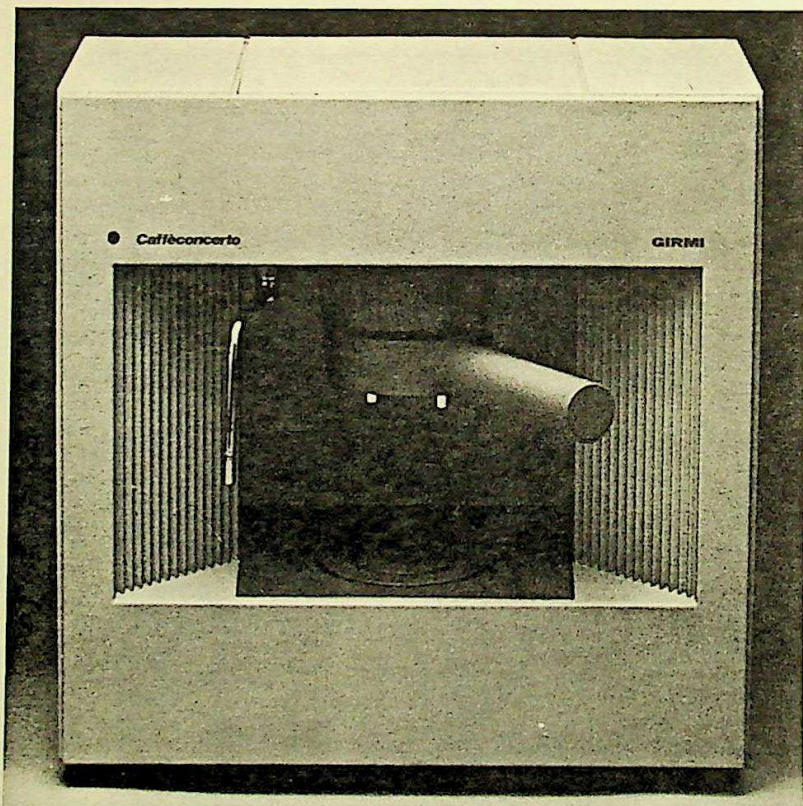




**Melodisch** pfeift er vor sich hin (in »e« und in »h«): der Wasserkessel, den der eher streng-sachlich denkende Mailänder Designer Richard Sapper mit offensichtlichem Spaß am Objekt für Alessi gestaltet hat. Die ungewöhnliche differenzierte Form wird von einer auch formal melodischen Messingflöte gekrönt. Sein Preis: 158 DM.



**Phantasie anregend**  
»Toast-Star«: Der Toasta-  
lierendem Gehäuse, bzw.  
bräunt nicht nur lange Br-  
einem Rösteraufsatz für  
kann mit einer Sandwich-  
wich-Varianten zubereite



JAN. 1984

FORM 105

PAGE 56



↑ **»Caffè concerto«** nennt die italienische GIRMI ihr theatralisch inszeniertes Designstück. Die Schöne, die schon dem kommenden Trend im Design vorgreift, setzt sich mit ihrer weißgrauen Zurückhaltung konsequent von dem chromfunkelnden Espresso-Look der Traditionalisten ab. Preis: ca. 598 DM.

**Tee aromatisiert** ist heute »in«, der »Teebeutel« »out«. Bauscher Weiden hat für diesen Trend – auch in der Gastronomie – diese Teesieb-Portionskanne entwickelt, in klarer Form, mit herausnehm-

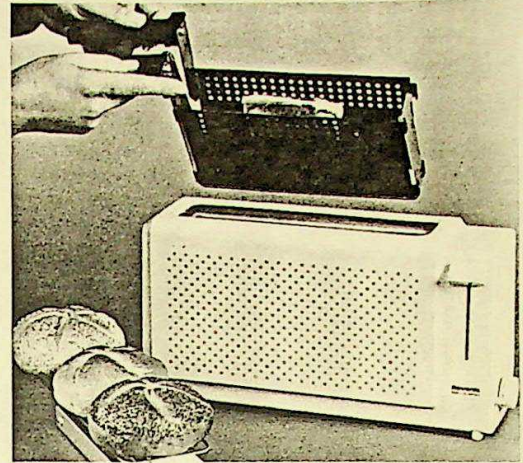
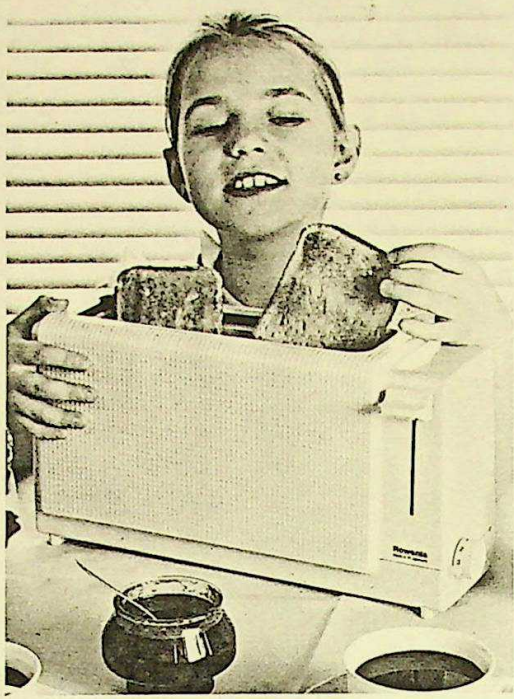


**»Aroma Art«** nennt man Teeautomaten, den mit seinen Kugelformen „offener Kunden einfach ablehnen (tation). Den offensichtlich Einerlei in »Art«-Dimensionen man sich im hart umkämpften Markt von der „Zielgruppe“ ignorieren lassen. Die andere kommt von dem Design, Münster. Preis: ca.

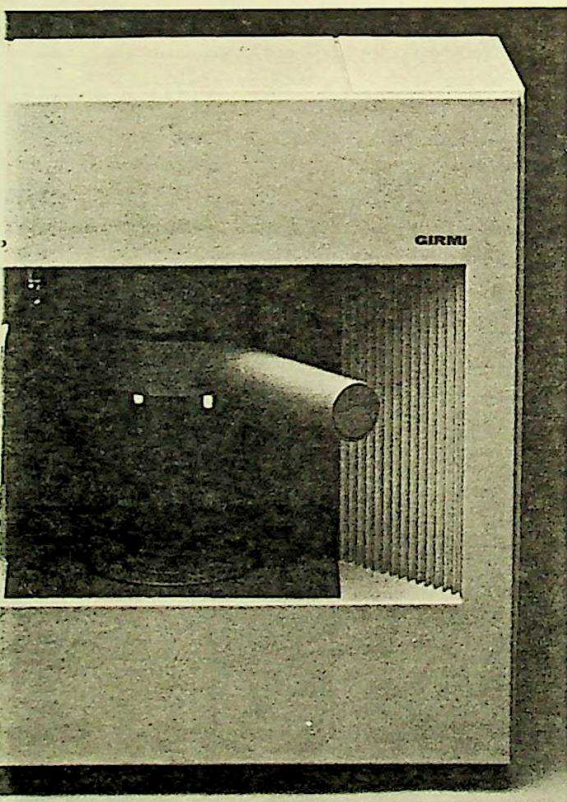




vor sich hin (in »e« und in  
l), den der eher streng-sach-  
ler Designer Richard Sapper  
paß am Objekt für Alessi ge-  
öhnliche differenzierte Form  
ormal melodischen Messing-  
is: 158 DM.



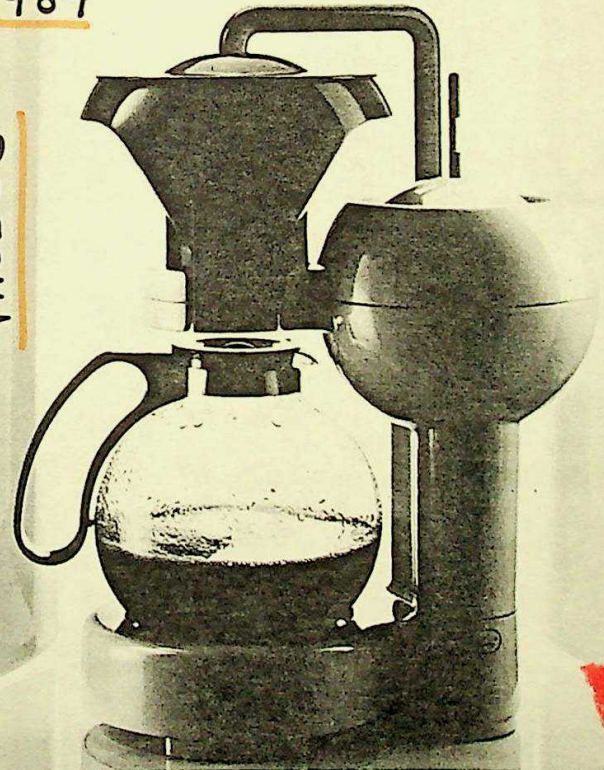
**Phantasie anregend** zeigt sich Rowentas  
»Toast-Star«: Der Toastautomat mit weißem, iso-  
lierendem Gehäuse, bzw. fein strukturiertem Dekor,  
bräunt nicht nur lange Brotscheiben und sorgt mit  
einem Rösteraufsatz für backfrische Brötchen, er  
kann mit einer Sandwichzange auch delikate Sand-  
wich-Varianten zubereiten.



«nennt die italienische GIRMI  
iertes Designstück. Die Schö-  
ormenden Trend im Design  
mit ihrer weißgrauen Zurück-  
von dem chromfunkelnden  
aditionalisten ab. Preis: ca.

JAN. 1984

FORM 105  
PAGE 56

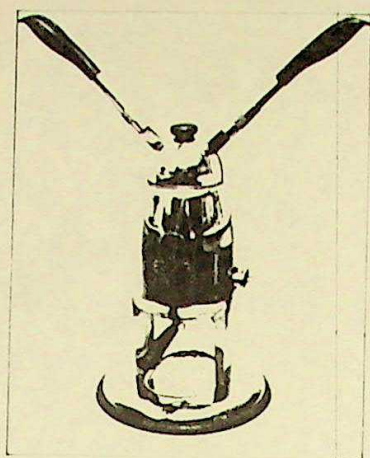
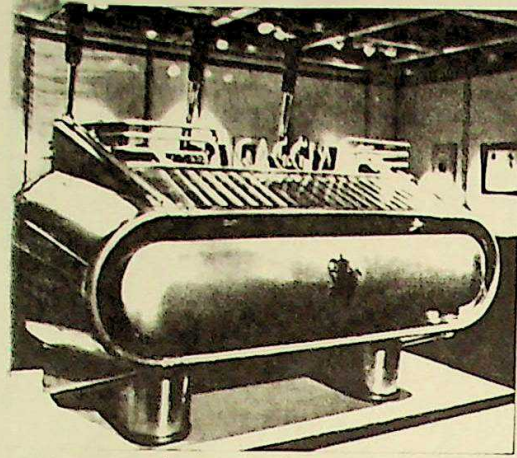


»Aroma Art« nennt man bei Melitta diesen Kaf-  
feautomaten, den mit seinen höchst differenzier-  
ten Kugelformen „*offen gesagt, eine Reihe der*  
*Kunden einfach ablehnen wird*“ (Melitta-Argumen-  
tation). Den offensichtlichen Mut, aus dem Design-  
Einerlei in »Art«-Dimensionen vorzustoßen, will  
man sich im hart umkämpften Kaffeemaschinen-  
markt von der „Zielgruppe der Individualisten« ho-  
norieren lassen. Die andere Art des »Aroma Art«  
kommt von dem Designer Octavio Nüsse – oCo  
design, Münster. Preis: ca. 87 DM.



st heute »in«, der »Teebeu-  
Veiden hat für diesen Trend-  
nie – diese Teesieb-Portions-





**Appliances** British tastes in coffee are changing and manufacturers are now looking to espresso machines as a follow-up to the boom in the sale of filter coffee-making machines. Mary Trewby charts UK fads and fashions in coffee and explains what espresso offers the connoisseur in terms of coffee flavour and revived beat culture

D7/309

DECEMBER, 1983

PAGE 43

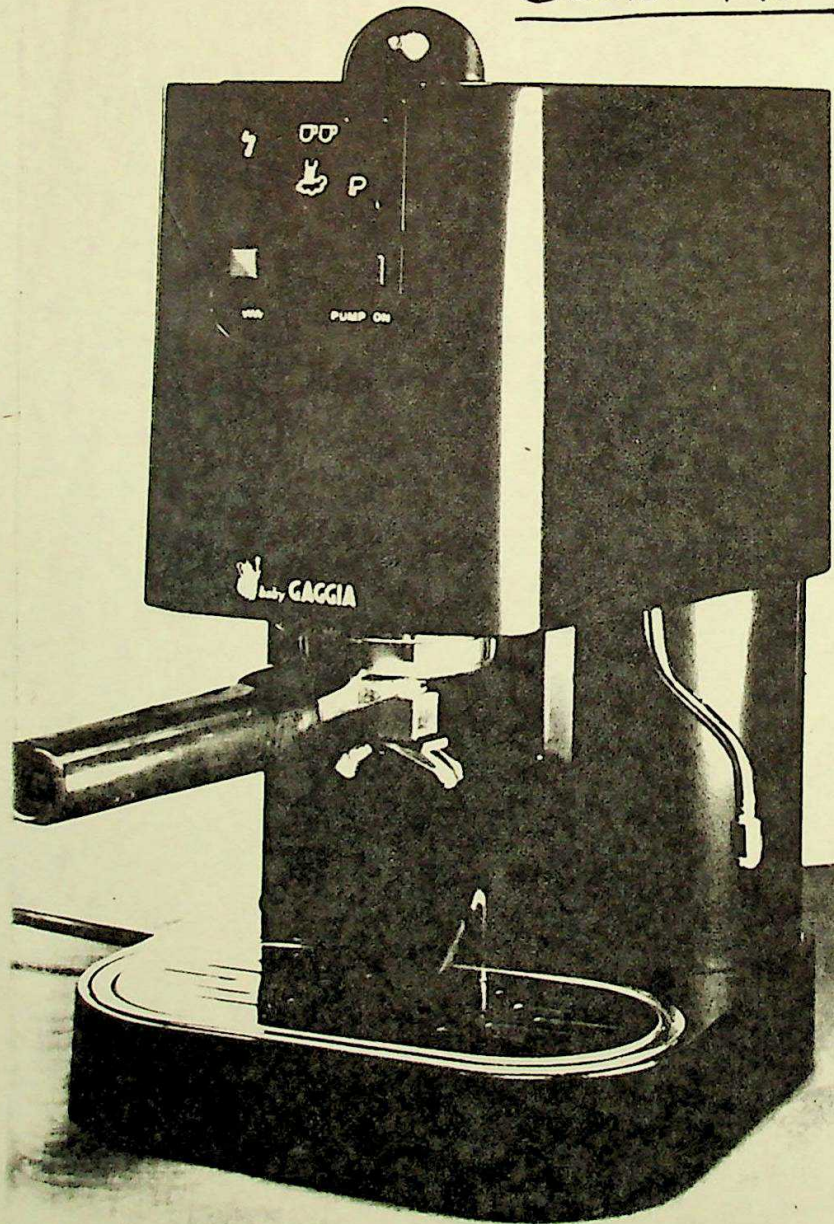
DESIGN 420

# Espresso madness



In 1980 filter coffee machine sales were a very respectable 350 000, last year they reached what has been described as a 'plateau', at the spectacular figure of 1.35 million units. Manufacturers, now looking for a new way to capitalise on Britain's reawakened interest in real coffee, are turning towards the home espresso machine.

It is hard to see how such sales can be sustained, given that only 10 per cent of the coffee drunk in the UK is 'real' (as opposed to instant or essence). Manufacturers disagree. 'The bottom certainly hasn't dropped out of the 'filter machine' market,' claims Nigel Roulter, marketing manager of Philips Small Appliances. 'It's expanded very, very rapidly and now it's fairly stable. But prices have dropped very significantly this year. We're making a profit, but I understand some aren't, and they're pulling out.' In fact estimated sales of filter coffee, as opposed to machines, in



■ (Opposite page, top) La Pavoni commercial espresso, with curves as classic as a musical instrument, designed by Gio Ponti and manufactured in 1948. (Opposite, left) the Mocamba coffee bar in Knightsbridge, London, drawing the crowds in the early 'fifties, when espresso till midnight was sophistication. (This page, above) coffee stall circa 1850, and Gaggia next and



D7/309

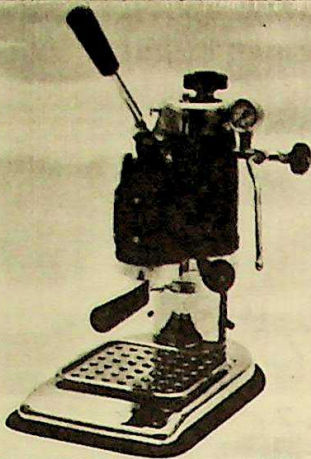
DECEMBER, 1983

DESIGN 420

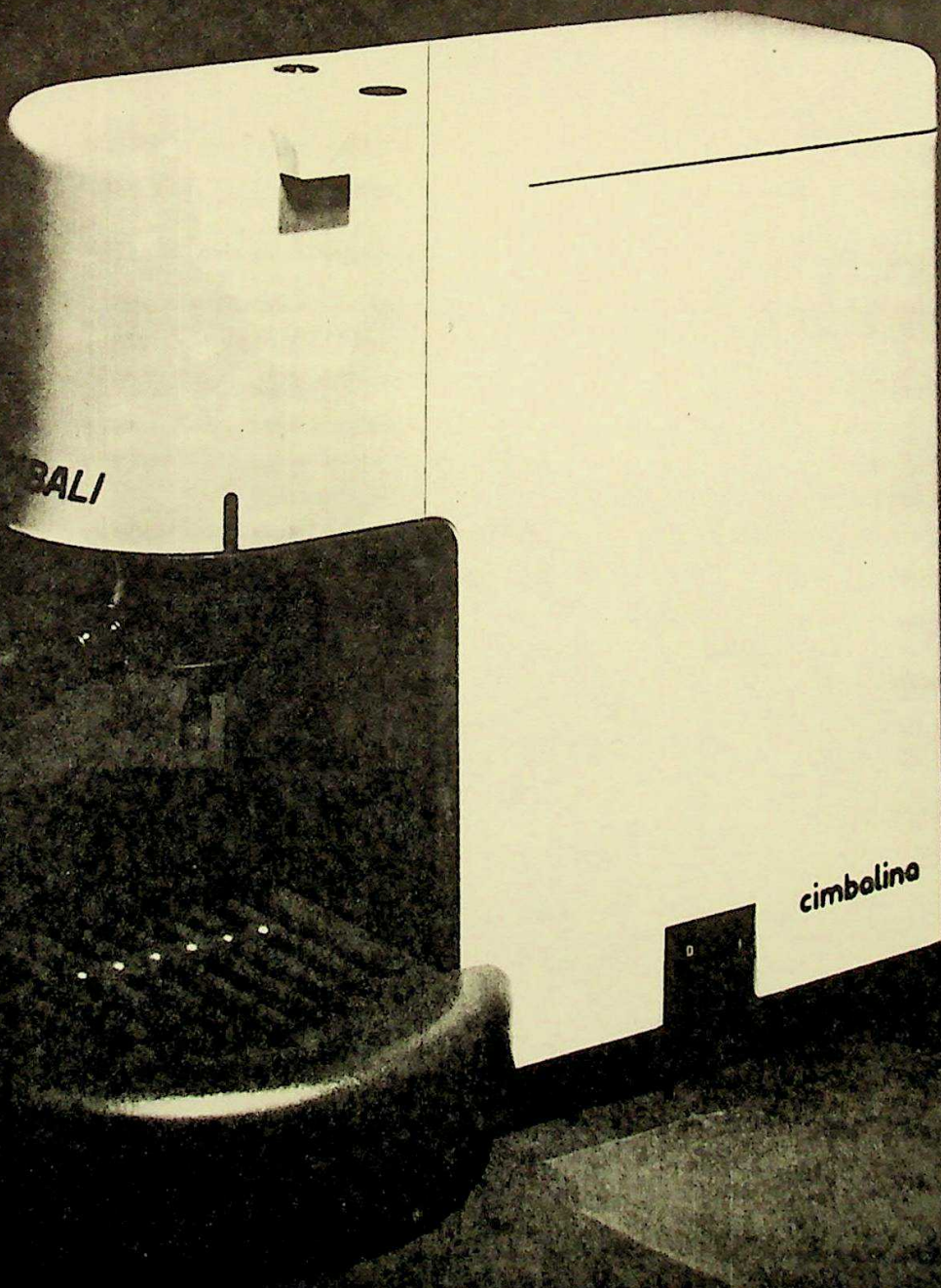
PAGE 45





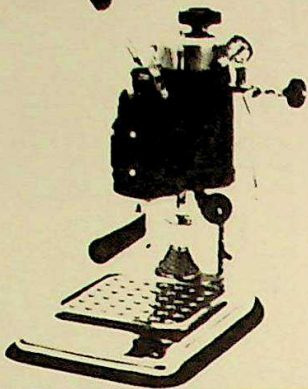


DECEMBER, 1983  
PAGE 46 D7/309  
DESIGN 420





D7-309



DECEMBER, 1983

PAGE 46

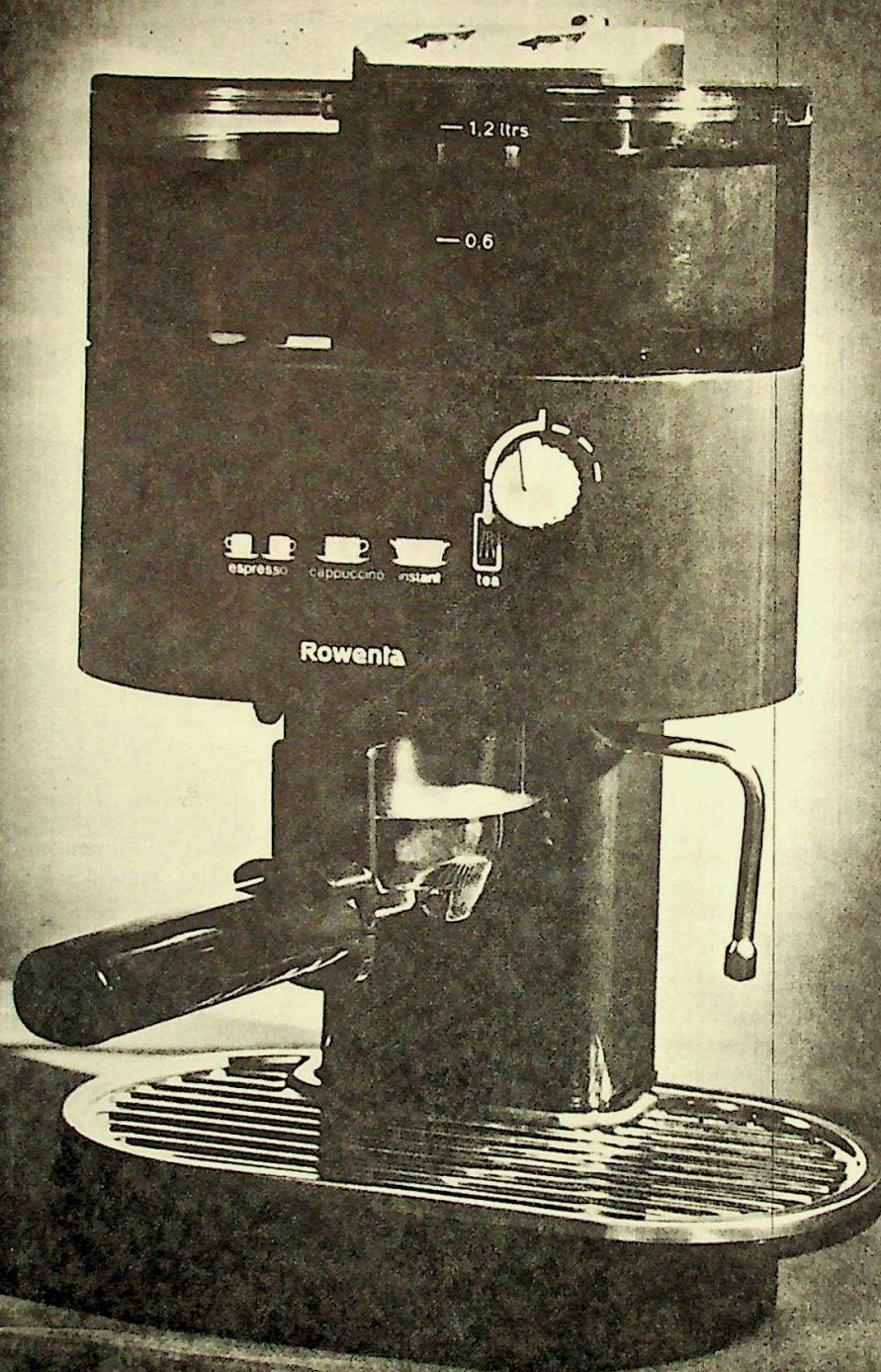
DESIGN 420

BALI

cimbalina



D7/309



**Appliances** The British still have an indisputable reputation for being Europe's most unsophisticated coffee drinkers. 'They want it weak and long and usually with milk and sugar'

DEC., 1983  
DESIGN 420

British coffee-drinking habits. 'In the 'fifties espresso was a novelty; now people appreciate it more.' But it is a recent development. 'The market for commercial machines has started to improve only in the last five years,' notes Luciano Guernieri, managing director of Gaggia agents Breakmain. '14 years ago it was a desert.'

One reason cited for the change is that more people are travelling abroad and getting a taste for a stronger, more aromatic cup of coffee. But the swing is also strongly linked to the filter machine explosion. 'I see home espresso machines as complementary to filter coffee-makers - most purchasers will already have a filter maker,' says Poulter. 'People have learnt to appreciate real coffee and want to extend their coffee experience.'

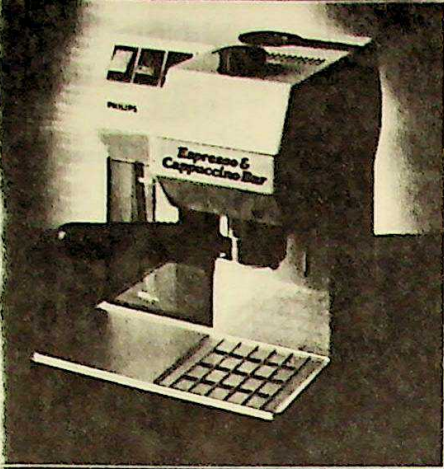
Interestingly, none of the big Italian manufacturing names is participating in the UK domestic market race, although sales in Italy are high: an annual figure of 180 000 for the Baby Gaggia, for instance. Breakmain's Guernieri is not optimistic about the standard of the machines for sale here. 'They're a bit of a gamble. Most domestic espressos can't reproduce the commercial quality because they don't have a high enough water pressure. I suspect manufacturers outside Italy haven't the technical know-how.'

This is strongly disputed by domestic espresso manufacturers - and by owners of the home units: 'I'm very happy with mine,' said one. 'The coffee tastes exactly the same as that from a commercial machine. The only disadvantage is that it only heats enough water for two demi-tasse cups. If you want a large cappuccino you need to reheat the water twice, which takes eight to ten seconds each time. But that's a minor quibble.'

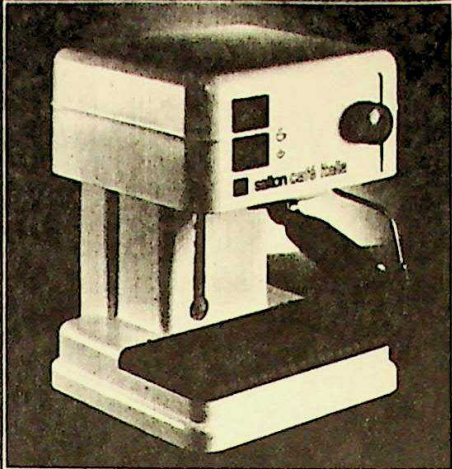
PAGE 47

■ (Far left, main picture) stark and upmarket simplicity for La Cimbali's Cimbalina, complete with water softener; most domestic espressos need periodic decalcifying. (Left) Rowenta's split level EspressoMat drinks brewer: 'not just espresso' is a much used sales pitch to the unconverted. (Inset, far left) Cimbali's contrasting Liberty, with its gleaming brass, knobs, levers and pressure gauge. Here, at least, some functional aest





7/309  
DESIGN 420  
PAGE 49  
DECEMBER, 1983





D7/309

# offee Service

## NFERENCE

### dy Hughes Asks: 'he Wrong Track?

A matter of the num- is grow- r profits s. Coffee "Now, 15 years later, coffee sells for \$2 to \$3 per pound, and gasoline is more than \$1 a gallon — and many operators are selling coffee for 3 to 4 cents a cup. Look at restaurant coffee and you'll see that this isn't the right direction for us to take."

Hughes keynoted the first day of regional conference held at Caesar's Boardwalk Regency here. A repeat of last year's smash hit fall meet, the convention was hosted by the Mid-Atlantic Coffee Service Association with the cooperation of the Eastern Coffee Service Association, New Jersey Coffee Service Association, New England Coffee Service Association, and the newly-formed Keystone Coffee Association.

The NCSA president suggested that the evident inability of many operators to maintain the kind of profit margins necessary to insure the industry's future indicates that there is something wrong. "We must get a fair return on our investment; how do we do it? There's probably no one right answer," he said. "But we all need to think about it, and to work with our local, state, and national associations. Let's start somewhere," he urges.

(Continued on Page 46)

### Plans February Show

Marriott's site 11071 Deerfield, Cincinnati, Ohio 45242 (tel. 513-791-7070).

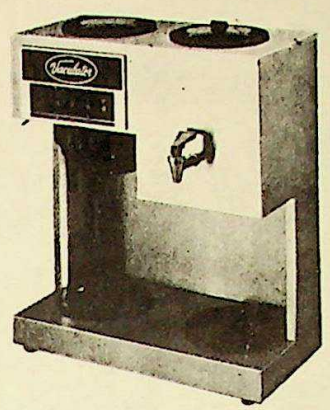
Industry members planning to attend the event should make room reservations directly with the Columbus Marriott, which is located at 6500 Doubletree Ave. here. Telephone in Ohio is 614-885-1885; out of state, the toll-free number is 1-800-228-9290. Registrants should request the Tri-State rate.

ent," the table dis- and solu- ry-control "What's onal Sell- onal per- he Coffee hington, latest in vices for hours of

is being of Dixie 7, Cov- (1904), and linated by ding, Inc.,

nolds

**VACULATOR ROLLOUT:** Vaculator division of Hill-Shaw Co. has introduced its first office coffee service brewer, a multi-option unit shown at right. Prototyped at the National Coffee Service Association convention in Las Vegas earlier this year, the brewer is made entirely of stainless steel and measures 19-1/2 in. high x 17 in. wide x 8-1/2 in. deep. Options include a plumbed-in automatic unit, with or without hot water faucet (shown), a power-off switch, and a ready brew light; the plumbed-in unit is available in 120 or 240 volt models. These are enhancements of the basic pour-through brewer. Information is available from Vaculator division of Hill-Shaw, 11 North Desplaines St., Chicago, IL 60606.



## MACSA REGIONAL CONFERENCE

### CDG Reps Detail Programs To Boost Industry And Public Coffee Knowledge

ATLANTIC CITY, N.J. — "The United States consumes one-third of all the coffee drunk in the world," said Steve Gregg, field representative for the Coffee Development Group. "But, over the past 20 years, coffee has been giving way in this country to soft drinks and other types of beverages."

Gregg, who spoke at the regional conference hosted by the Mid-Atlantic Coffee Service Association here, noted that this trend has been of great concern to the International Coffee Organization, a multinational entity which includes both producing and consuming nations. When ICO observed that the office coffee service industry was selling more and more coffee each year, in a nation which was drinking less and less coffee, it decided to reinforce this success by deploying the resources of its Promotion Fund on behalf of the industry. The result was the Coffee Development Group. It is responsible for developing educational and promotional programs for the coffee industry and the general public.

Gregg explained that, since its formation in 1981, CDG has had annual targets for its efforts. The first year was devoted to getting the educational programs for office coffee service under way, and training and fielding a nation-

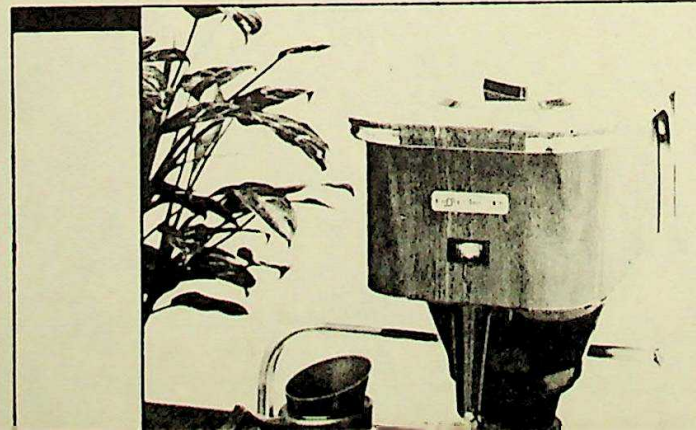
wide network of "coffee ambassadors" (Gregg, who has been promoted to program coordinator since the MACSA conference, was formerly one of these ambassadors, based in San Francisco).

"The second year, we turned our attention to younger coffee-drinkers —

(Continued on Page 46)

### CDG Promotes Three

WASHINGTON, D.C. — The Coffee Development Group has announced the promotion of senior regional representatives Stuart Adelson and Susan Newman to the newly-created post of regional manager. They will continue to be based in Los Angeles and Chicago (respectively), and will supervise the day-to-day field activities of the regional representatives. New regional reps will take over their previous functions in both markets. CDG has also announced the promotion of Steve Gregg, formerly San Francisco regional representative, to the post of program coordinator; he replaces Steve Brodersen, who has resigned. Gregg will relocate to Washington, D.C. The announcements were made by CDG national director Mike Levin.



page 41

## OMNI = ECONOMY

IN ENERGY SAVINGS AT YOUR LOCATIONS  
IN COST TO YOU... THE OCS OPERATOR!

**COFFEE-INNS "OMNI-BREW":** New from Coffee-Inns of America is this "no-tank" addition to its line of coffee brewing equipment. Called "Omni-Brew," the unit marks two firsts for Coffee-Inns: it is the first entry of the firm into



## tabletop/gifts

Italy in New York: *Gelati e Caffè*

NEW YORK — Ice cream machines and specialty coffeemakers dominated the wealth of new high-styled merchandise at the Housewares of Italy show here last week.

Some 27 firms participated in the three-day outing at the Italian Trade Center, which also featured a variety of stainless steel cookware, flatware, cutlery and gadgets. Cookware lines included SilverStone coated pieces. Outside of the coffee and ice cream makers, electric housewares merchandise was generally limited to a

few personal care and steam iron lines.

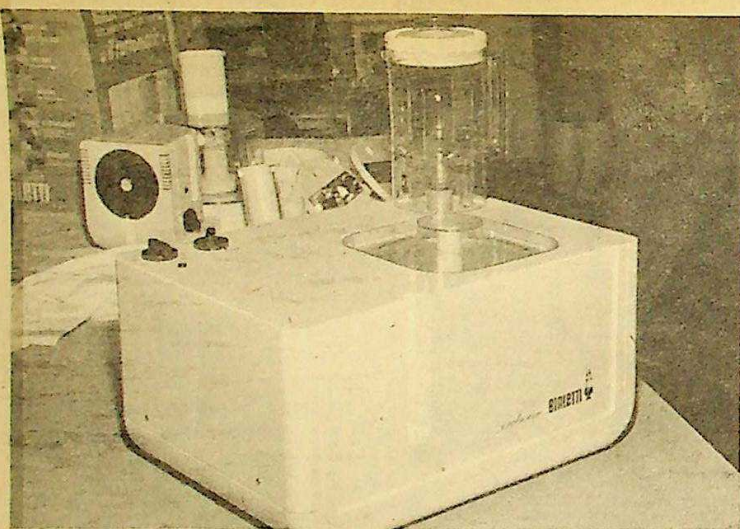
Although some area retailers shopped the show, attendance was largely composed of importers and sales agents seeking new lines there. Most of the producers, by the same token, were seeking representatives for their lines in the United States.

The show was organized by the Italian Institute for Foreign Trade under sponsorship of the Italian Foreign Trade Ministry.

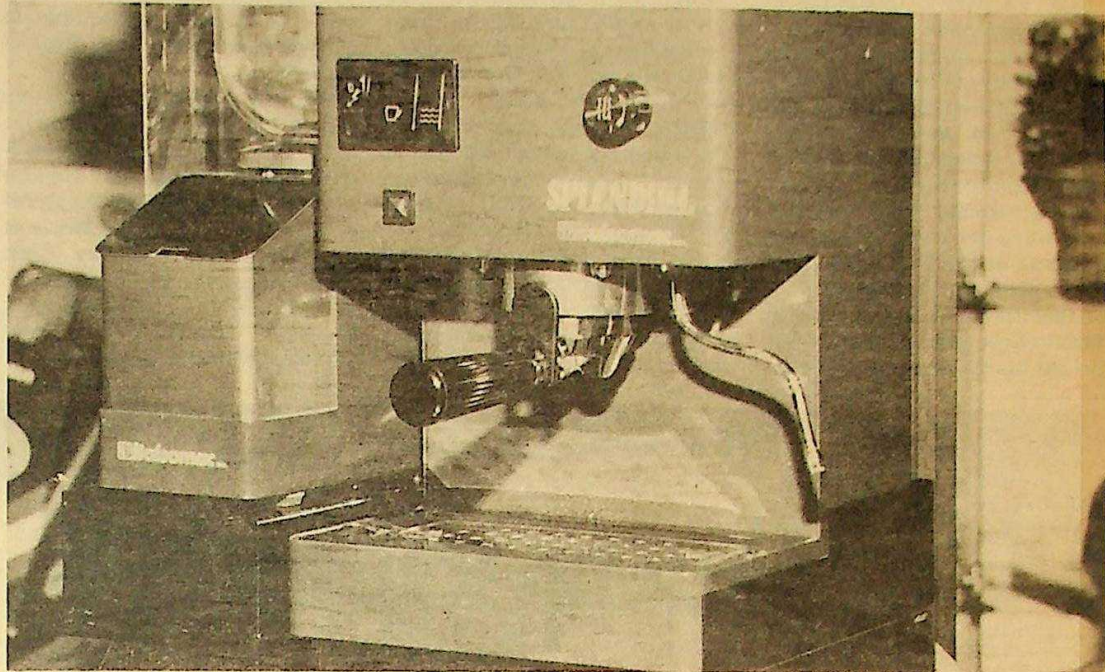
A representative group of new items offered at the second annual event appear on this page.



**RIVER COOK** dietetic cookware line includes stackable pieces that can perform three different cooking functions at one time. Includes stock pot, two sauce pans, grill and two lids. Stainless steel set is designed to retail at \$100. From Inoxriv, Brescia.



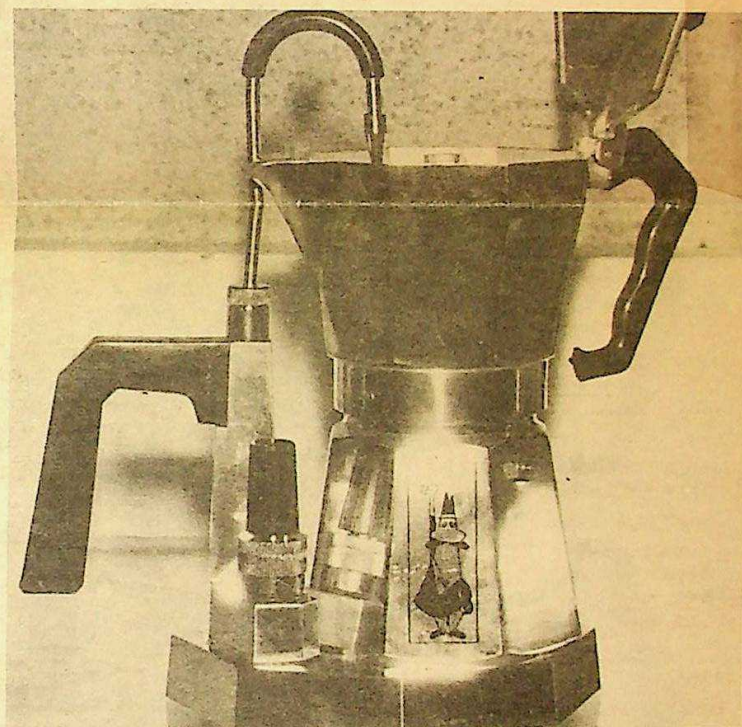
**NEW ELECTRIC** ice cream maker has blender attachment for mixing ingredients needed in preparing various ice cream and sherbet flavors. Retailing at \$325, the sleekly styled machine has a 45-second timer. Glass blender container has 1-liter capacity. From Bialetti Alfonso, Novara. American agent is Gary Valenti, Maspeth, N.Y.



**SPLENDIDA** cappuccino-coffeemaker is new member of the Italsomac family of appliances. Styled in dark tones, the pushbutton operated machine has built in coffee grinder and storage bin for coffee. Includes a scoop for handling wet grounds. Retail price is \$359. From Somac, Milan. American agent is DoRe Foods Inc., Deer Park, N.Y.



**ESPRESSO**-coffeemaker with detachable porcelain pitcher with Bavarian motif is available in three sizes: 12-cup at \$30 retail, 6-cup at \$18 and 3-cup at \$15. Stand is stainless steel. From Alpu Puppieni, Novara. American agent is Usital Enterprises, New York.



**CAPPUCCINO** can be made in one step with this new unit that is also suitable for preparing other hot beverages. Thermocrem is available in 3-cup and 6-cup sizes at \$35 and \$40 retail. From Bialetti Alfonso, Novara. American agent is Gary Valenti, Maspeth, N.Y.

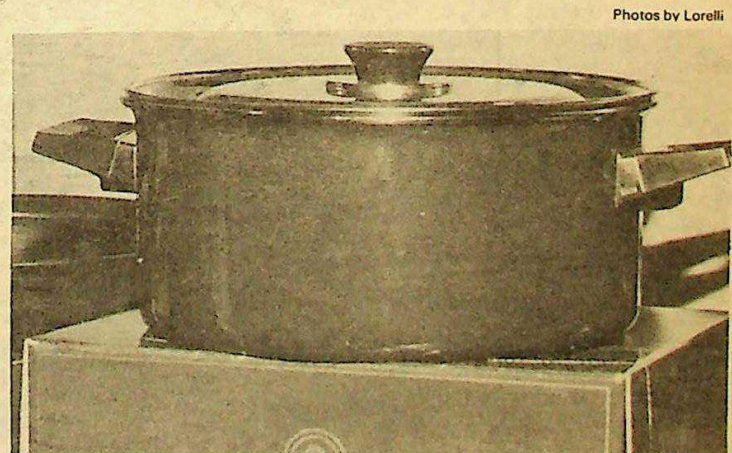
#1 in Home Health Care Products.  
Blood Pressure Kits/Pulse Monitors/Electronic Thermometers

**LUMISCOPE**  
Products that sell.  
Programs for your needs.

See your rep or call 800-221-5746



**CAPPUCCINO** Express is designed to perform two operations: brew cappuccino and make Italian-style espresso coffee, hot chocolate or other hot beverages. The stainless steel electric unit has a 6-cup capacity and retails at \$49.95. From Cogen-Electric, Novara.



**PENTOLE** Moneta aluminized steel cookware has porcelain exterior and SilverStone interior. It is being featured in red with matching red box. Retail price is not available. From Pentole Moneta, Milan.

Photos by Lorelli



D7/309

OCT. 3, 1983

TO COPY ON MACHINE

FOLD COVER DOWN ON THIS PAGE

AND OPEN SHEET — DO NOT

REMOVE STAPLES.

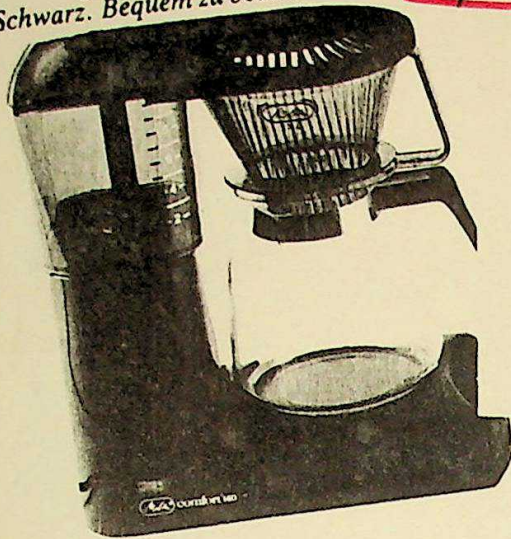


Kaffeeautomat in Familien-  
größe (10 Tassen). Farbe:  
Schwarz. Bequem zu bedienen

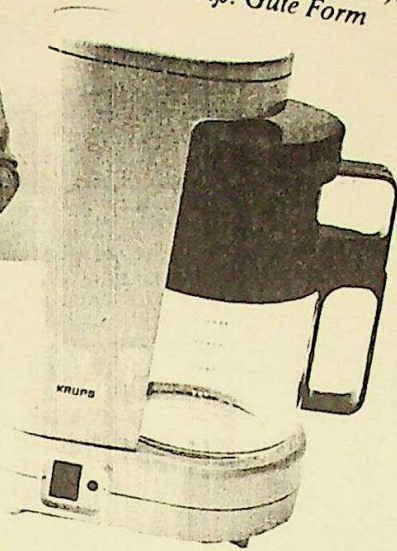
07/309

rungen beim Kaffeekochen

OCT., 1983



Kaffeeautomat für An-  
spruchsvolle (6 Tassen).  
Farbe: Weiß. Gute Form



page 72

OCT., 1983

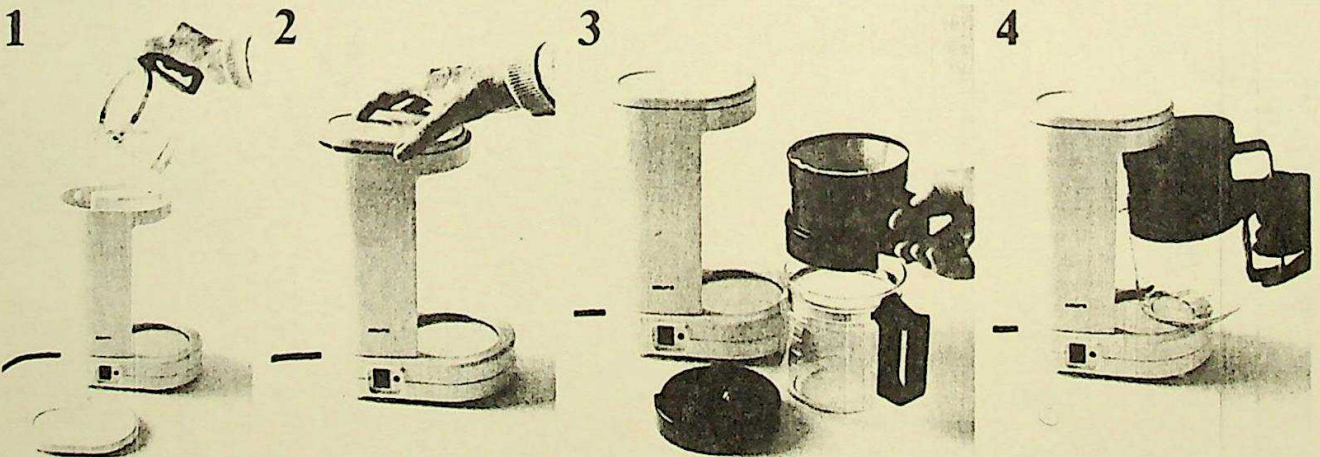
# Zwei Automaten im Vergleich

SCHÖNER  
WOHNEN

Dies ist eine wahre Geschichte: SW-Re-  
dakteurin Ingrid Pellens wünschte sich  
einen neuen Kaffeeautomaten. Zu ih-  
rem Geburtstag erhielt sie ein Gerät, das  
weiß, wohlgeformt und unaufdringlich  
war und sich ihrer weißen Küche anpaß-

te. Bis dahin hatte sie ihr Lieblingsge-  
tränk in einem schwarzen Automaten  
bereitet, der eine abnehmbare Warmhal-  
teplatte hat. Weitere Vorzüge wurden  
der Kaffeeköchin erst im Vergleich mit  
dem neuen Gerät bewußt. Sie berichtet

**Schön anzusehen: Ein Traum in Weiß**



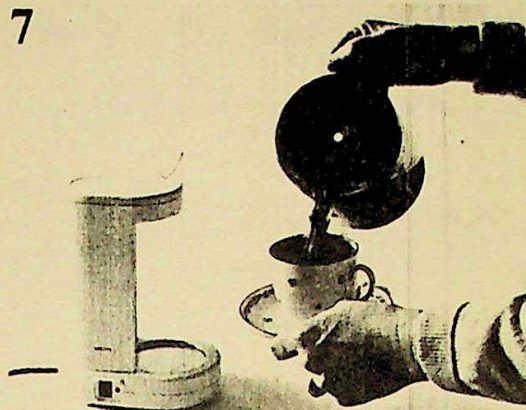
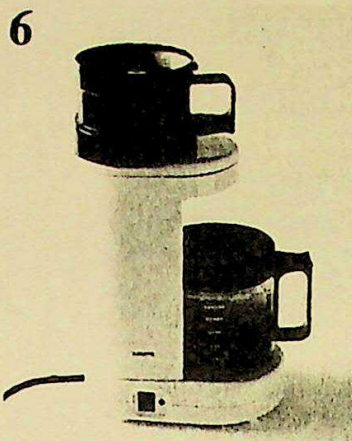
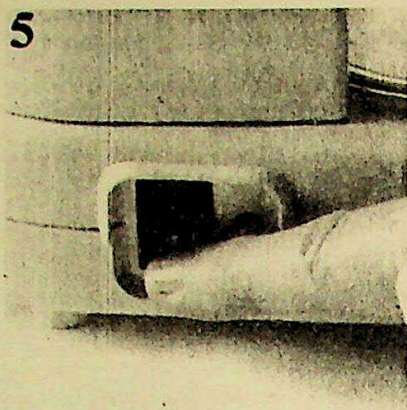
Ich studiere die Gebrauchs-  
anweisung und messe im  
Glaskrug Wasser für vier  
Tassen ab. Ich nehme den  
Deckel vom Wasserbehäl-  
ter. Weil dessen Öffnung  
sehr klein ist, muß ich das  
Wasser langsam und gezielt

hineingießen ① Dann setze  
ich mit der rechten Hand  
den Deckel wieder paßge-  
recht auf den Wasserbehäl-  
ter ② Ich lege eine Filter-  
tüte in den Filter, fülle Kaf-  
feemehl ein. Beim Aufset-  
zen des Filters auf die Kan-

ne zwingt ein Einschnitt im  
Filtersockel die Griffe von  
Kanne und Filter in eine  
Richtung ③ Ein Deckel  
schließt den Filter ab.  
Er faßt mit einer Ausspa-  
rung im Rand über den Fil-  
tergriff. Der ganze Turm

wird unter die Wasser-  
austrittsöffnung gescho-  
ben. Die Kompaktbauwei-  
se läßt wenig Spielraum ④  
Die Richtung ist durch Ver-  
tiefungen im Plastikgehäu-  
se vorgeschrieben. Gerät  
einschalten. Schalter und ▶





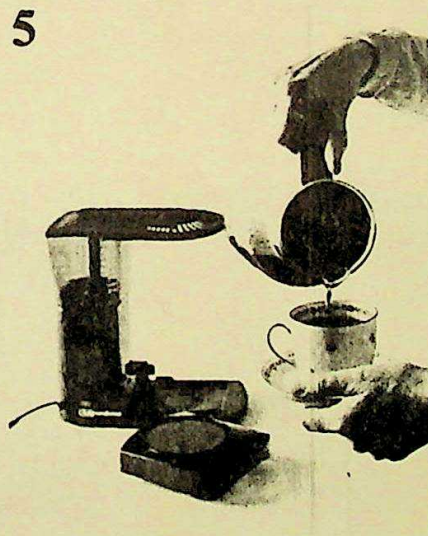
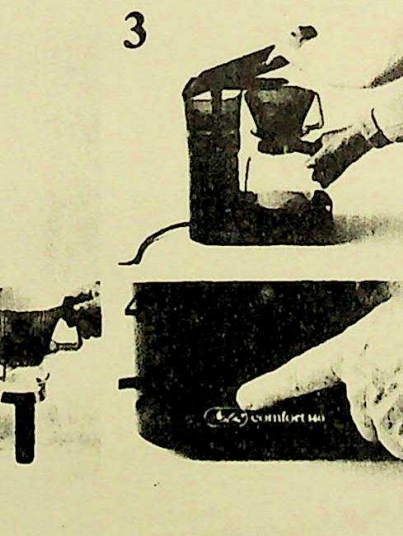
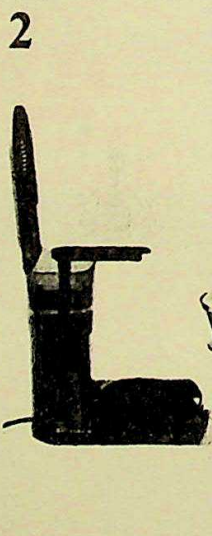
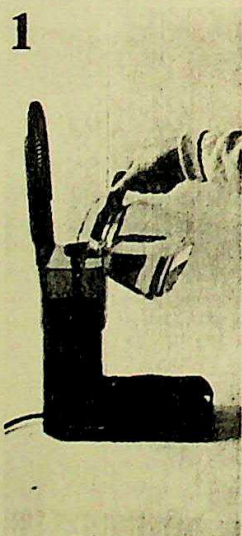
Kontrolleuchte sind von einem vorstehenden Profil umrahmt ⑤ Es behindert die Sicht, wenn man nicht frontal vor dem Schaltfeld steht. Der Kaffee ist fertig. Der Filter kann – laut Gebrauchsanweisung – in der dafür vorgesehenen Ver-

tiefung des Behälterdeckels abgestellt werden. Vorteil: Kein Nachtropfen aus dem Filter auf die Warmhalteplatte. « Was soll der Filter auf dem Behälterdeckel? ⑥ Reicht die flache Vertiefung für eventuell nachtropfenden

Kaffee überhaupt aus? Und wieso kein Nachtropfen auf die Warmhalteplatte? Da steht doch der Glaskrug. Jedenfalls, wenn der Kaffee warm bleiben soll. Ich schließe die Kanne mit dem Filterdeckel. Leider geht es schwer. Der Dek-

kel läßt eine breite Öffnung frei, so daß sich ein Kaffeeschwall in die Tasse ergießt ⑦ wenn man nicht vorsichtig ist. Beim Ausschalten des Automaten muß ich den Hebel von unten nachobendrücken. Das Gerät kommt ins Wanken.

## Erleichtert das Kaffeekochen: Ein schwarzer Diener



Ich klappe den Deckel des Geräts hoch und gieße mühelos Wasser für vier Tassen in die große Öffnung ① Filtertüte einlegen, Kaffeemehl einfüllen, Filter in beliebiger Richtung auf die Kanne setzen ② Während ich Kanne und Filter in beliebiger Richtung mit der rechten Hand unter die Wasseraustrittsöffnung schiebe, klappe ich gleichzeitig mit der linken Hand

den Deckel herunter, der Wasserbehälter und Filter abdeckt ③ Ich schalte das Gerät ein. Der große waagerechte Hebel läßt sich einfach bedienen und – da er vorsteht und rot aufleuchtet – auch gut kontrollieren ④ Wenn das Wasser durchgelaufen ist, stelle ich den Filter ab und setze den Kannendeckel so in die Öffnung der Kanne, daß die Tülle frei bleibt. Die auf-

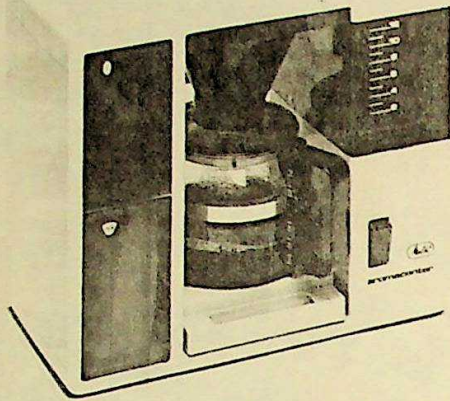
geheizte Warmhalteplatte kann ich abnehmen und auf den Tisch stellen. Kein Kabel stört. Das Gerät bleibt an seinem festen Platz in der Küche. Die Kanne gießt gut ⑤ Der Kaffee ist schnell fertig und schmeckt kräftig. Der aus dem weißen Automaten war für mich kein voller Genuß. Vielleicht wegen des Ärgers über die unnötigen Handgriffe, das »Richt euch!«, das mir die

Formgebung vorgeschrieben hat, wegen des Unbehagens über das vorsichtige Hantieren müssen. Ich möchte mit meiner Zeit rational umgehen. Sonst brauchte ich ja keinen Kaffeeautomaten, der mein Frühstückstrunk bereitet, während ich dusche und den Tisch decke. Also bleibe ich bei meinem schwarzen Diener, der das Kaffeekochen einfach macht. ●



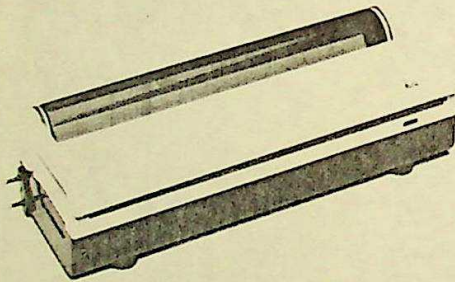
D 7/309  
**Aromacenter**

Kaffeeautomat mit Kaffeebehälter, Filtertütenspende und abnehmbarer Warmhalteplatte.



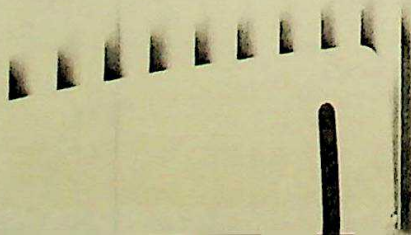
**Folimaster Vacu**

Vacuum-Folienschweißgerät mit Einfüllhilfe, Protelspannvorrichtung, Fach für Folienrolle und integriertem Spiralkabel.



**Aquamat  
Thermoluftbefeuchter**

Durch sechs zwischen den Heizkörperrippen stehende Verdunstungselemente ohne Fremdenergie hohe Verdunstungsleistung. Abnehmbarer Wassertank mit Füllstandsanzeige.



z.B. Melitt

**Folimaster**

Kleinstes Folienschweißgerät mit integriertem Spiralkabel, Halterung und Höhenverstellung.  
Auszeichnungen:  
Design Center Stuttgart  
Deutsche Auswahl 1983  
Staatliches Museum für angewandte Kunst, „Die neue Sammlung“

FORM 101  
AUGUST, 1983  
p. 47

MELITTA-WERKE, MIND

HAUSHALTSGERÄTE  
KONZEPTION, GESTALTUNG  
KONSTRUKTION, FARBE  
MODELLBAU, PROTOTYP

80/81 SP/Mö

HO D

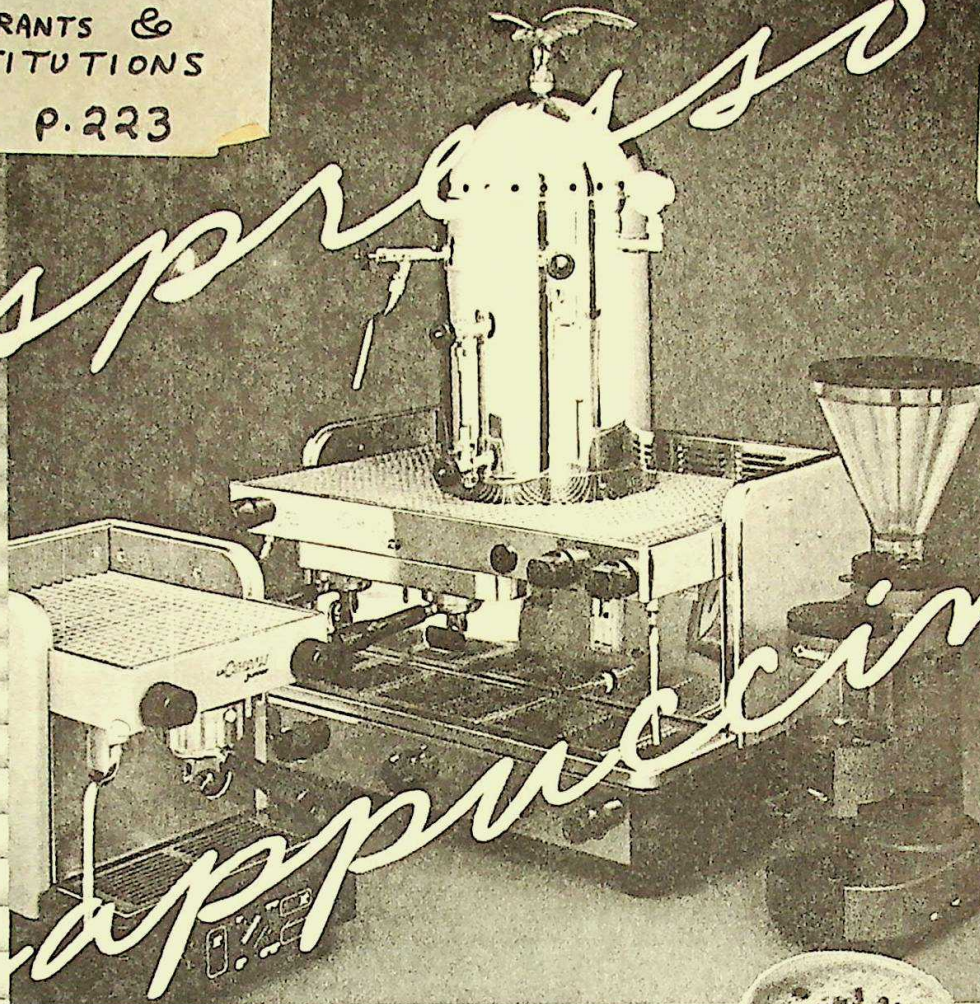


JULY 1, 1983

RESTAURANTS &  
INSTITUTIONS

P. 223

D7/309



## McKie Takes You Beyond Coffee.

Discover a new profit opportunity in gourmet coffee. No longer an exclusive of specialty espresso bars, gourmet coffee drinks are in demand in all types of foodservice operations.

J. H. McKie now meets that demand with La Cimbali—the Number One Espresso Machines in the world.

For over 60 years, the La Cimbali name has stood for simplicity and efficiency of design. McKie offers the full La Cimbali line, from solid brass fully automatic to super compact espresso machines, as well as precision grinder/dosers. And they are all backed by McKie's National Service Network.

Let McKie be your guide when you venture beyond coffee to discover bigger profits and beverage opportunities. Contact your foodservice equipment dealer today.

Ask for full details on La Cimbali Espresso Machines from McKie.



J. H. McKie Manufacturer, Inc.

649 Wall Street, Los Angeles, CA 90014

213-627-5591 Outside Calif. 1-800-327-4875

For information circle 90



## (12) UK Patent Application (19) GB (11) 2 111 377 A

- (21) Application No 8231957  
 (22) Date of filing 9 Nov 1982  
 (30) Priority data  
 (31) 8133872  
 (32) 10 Nov 1981  
 (33) United Kingdom (GB)  
 (43) Application published  
 6 Jul 1983  
 (51) INT CL<sup>3</sup>  
 A47J 31/10 31/06 31/14  
 31/44  
 (52) Domestic classification  
 A4E 102 106 122 138  
 142 188 206 208 216 218  
 A4A 4D 6P 9A  
 (56) Documents cited  
 GBA 2003382  
 GB 0952276  
 GB 0886731  
 GB 0733488  
 GB 0511611  
 GB 0491002  
 (58) Field of search  
 A4E

- (71) Applicant  
 Melitta Werke Bentz and  
 Sohn KG  
 (FR Germany),  
 Ringstrasse 99, D—4950  
 Minden, West Germany,  
 Federal Republic of  
 Germany  
 (72) Inventor  
 Colin Stanwell-Smith  
 (74) Agent and/or Address for  
 Service  
 Keith W. Nash and Co.,  
 90—92 Regent Street,  
 Cambridge CB2 1DP

## (54) Improvements in coffee-making machines

(57) A filter-type coffee making machine equipped with a control panel for brew time selection in

chosen relationship to a selected amount of coffee loaded into the filter cup (24) per water unit filled into the water reservoir (22), the brew time and coffee amounts being independently selectable according to the strength and flavour of brewed coffee required, wherein the filter cup is provided with a by-pass channel (32) associated with a diverting valve (34) and a filter valve (36). Heated water is fed to cup (24) via (30) and (38). At the end of the selected brewing time, both valves are operated so that, independently of the amount of water initially filled into a reservoir, any remaining heated water is then diverted to by-pass the filter and any coffee brew held back in the filter is released. The by-pass channel (32) can constitute a movable actuating member for the two valves.

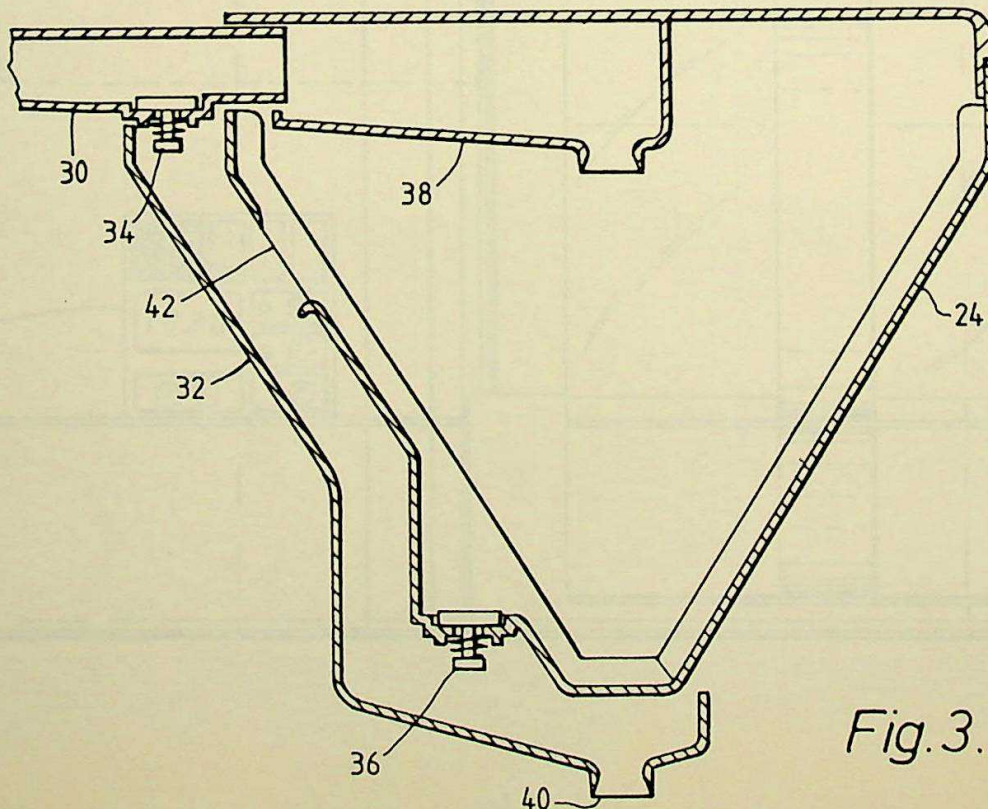
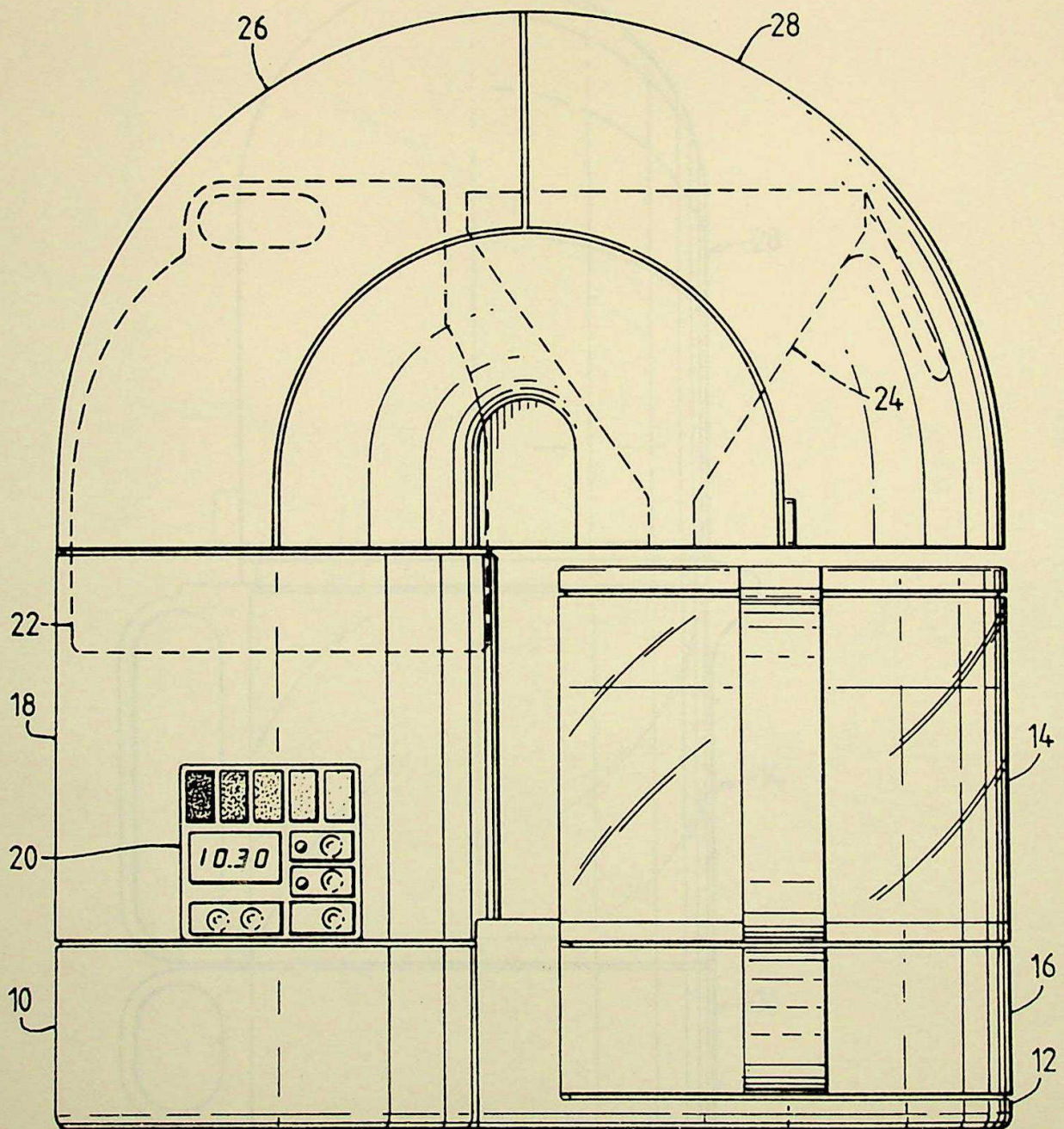


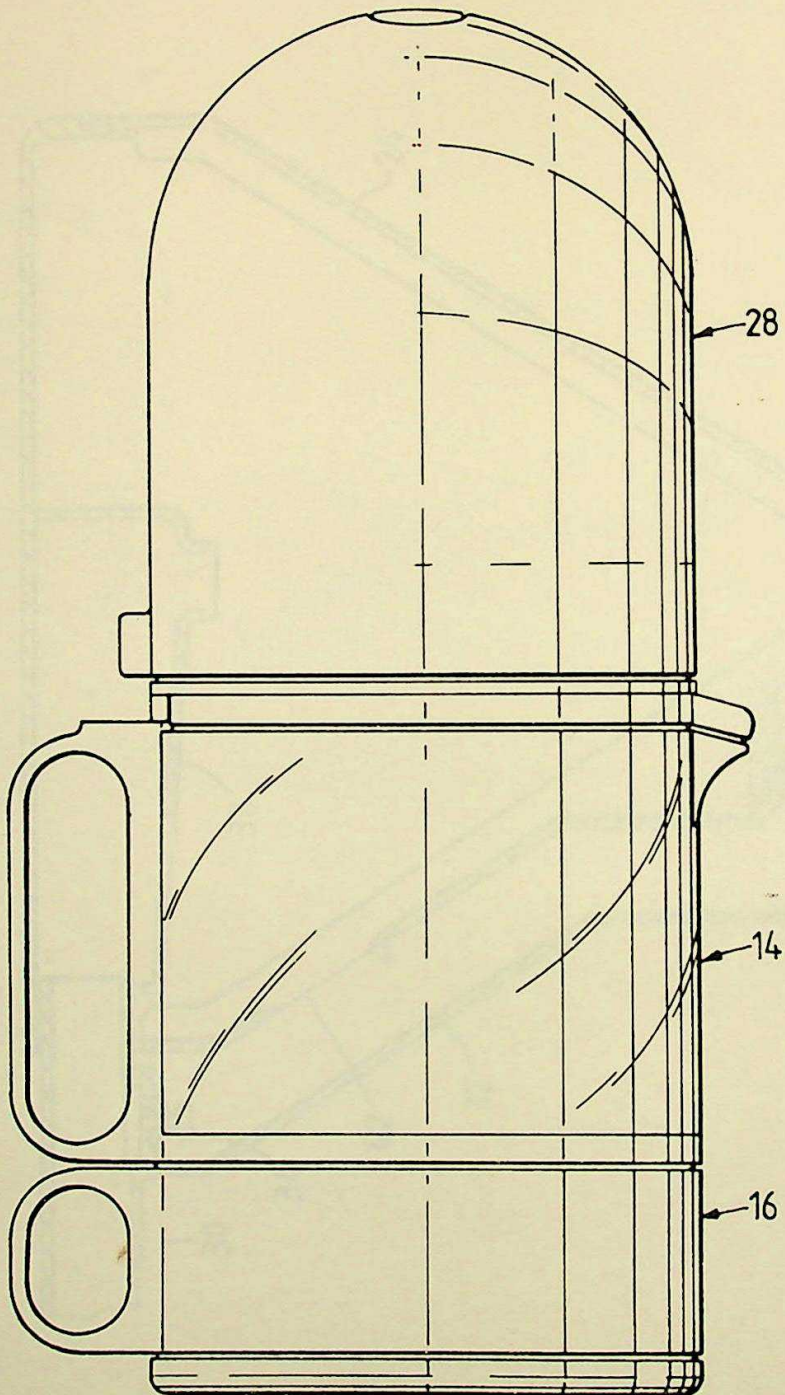
Fig. 3.



Fig. 1.





*Fig.2.*



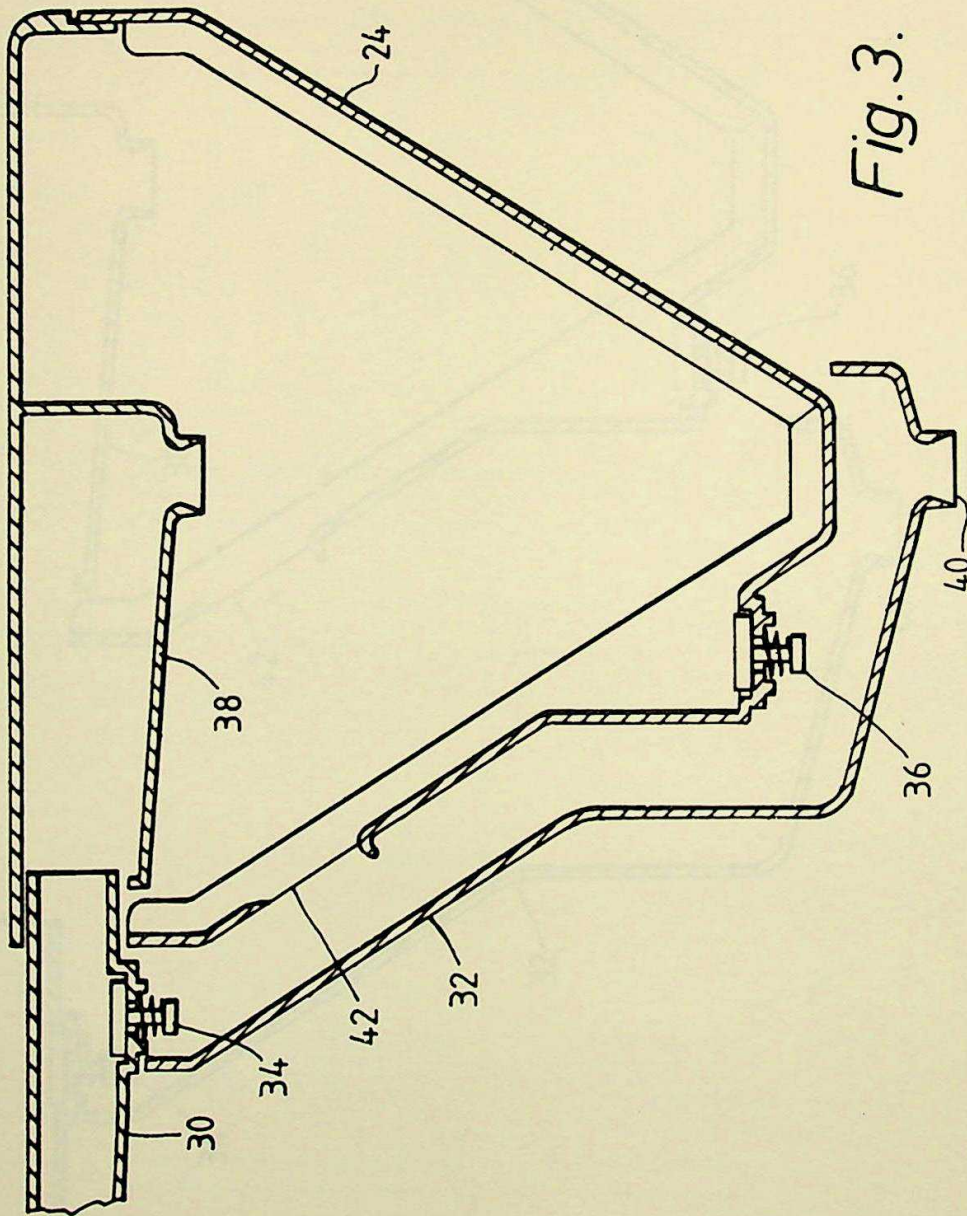


Fig. 3.



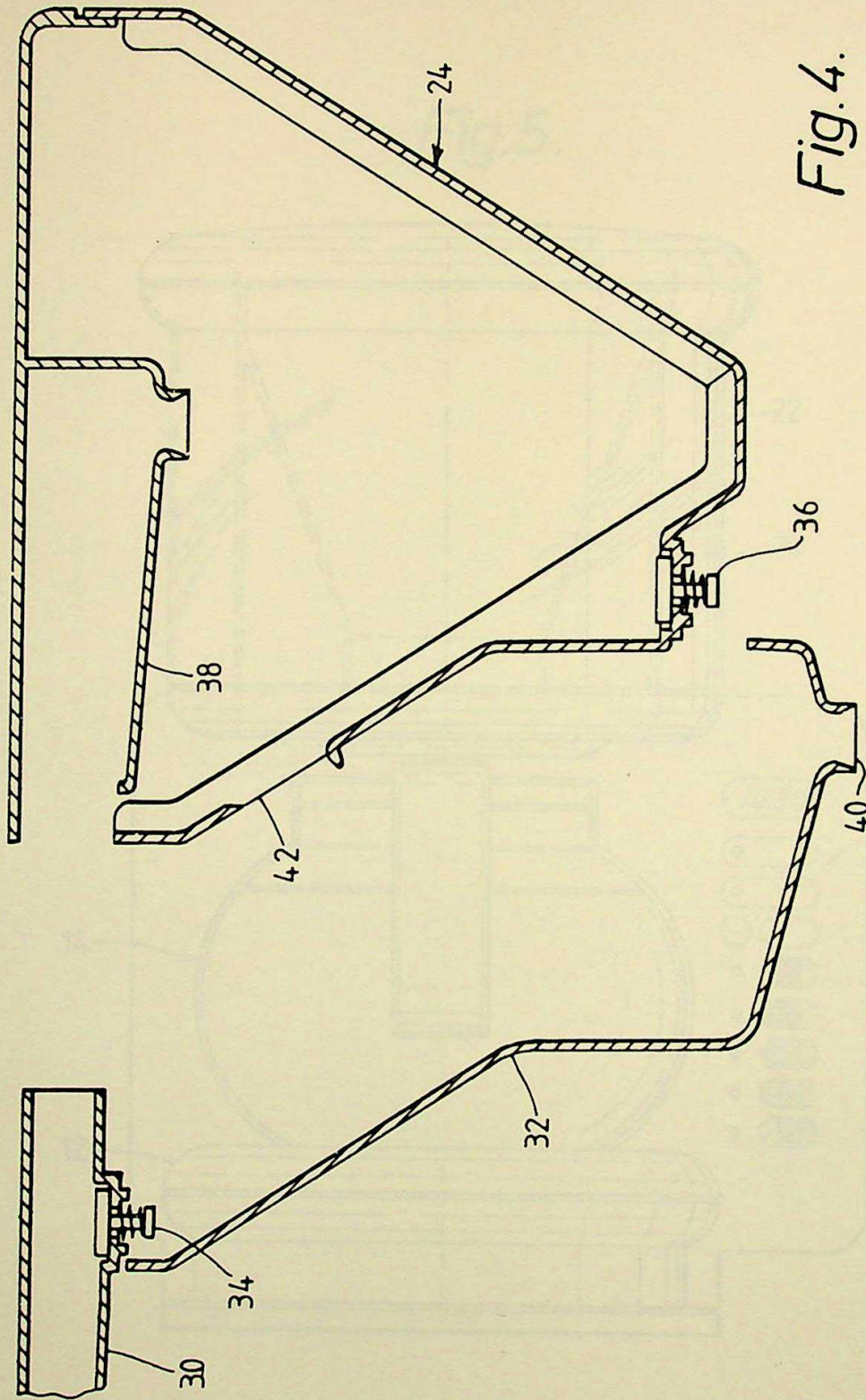
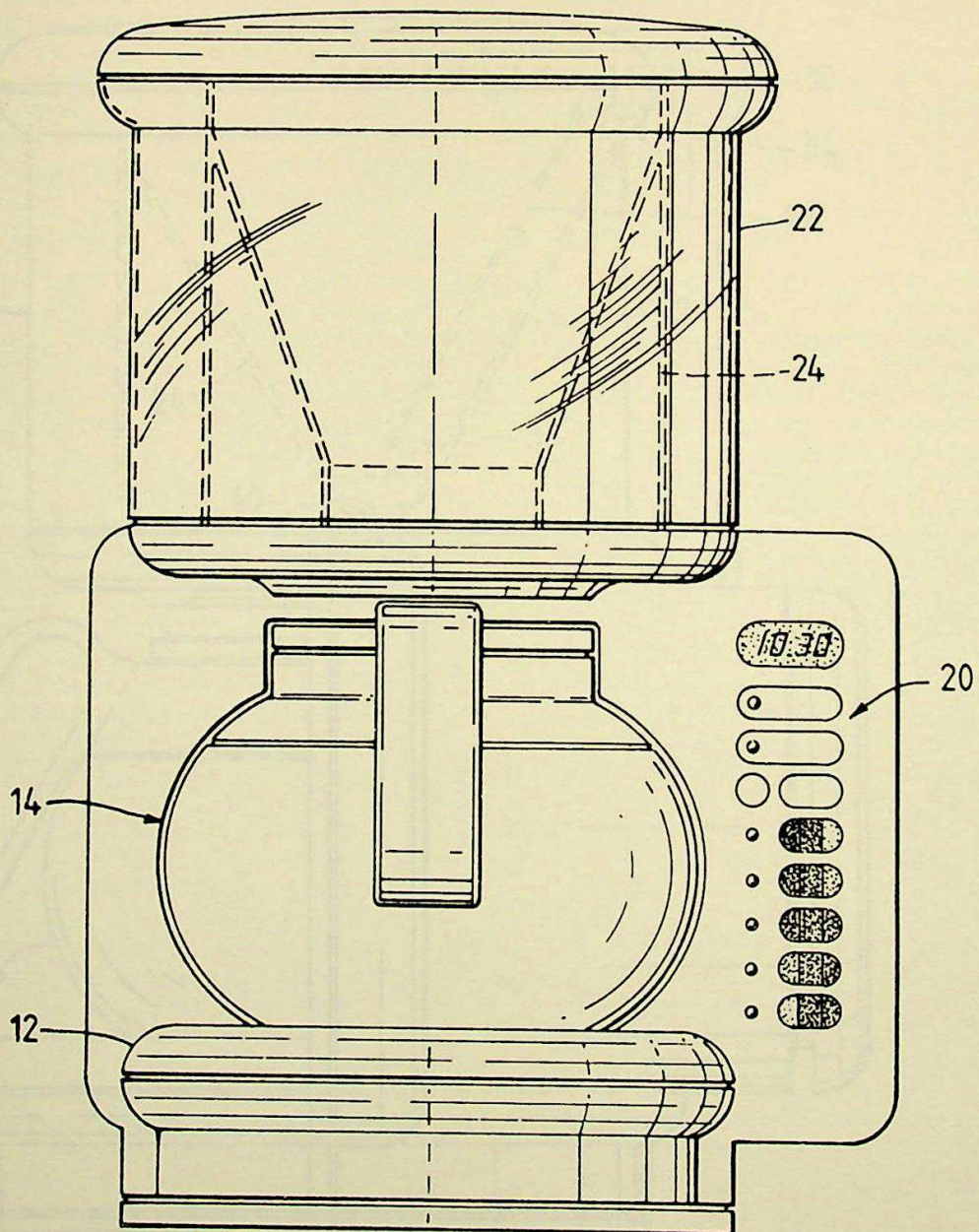
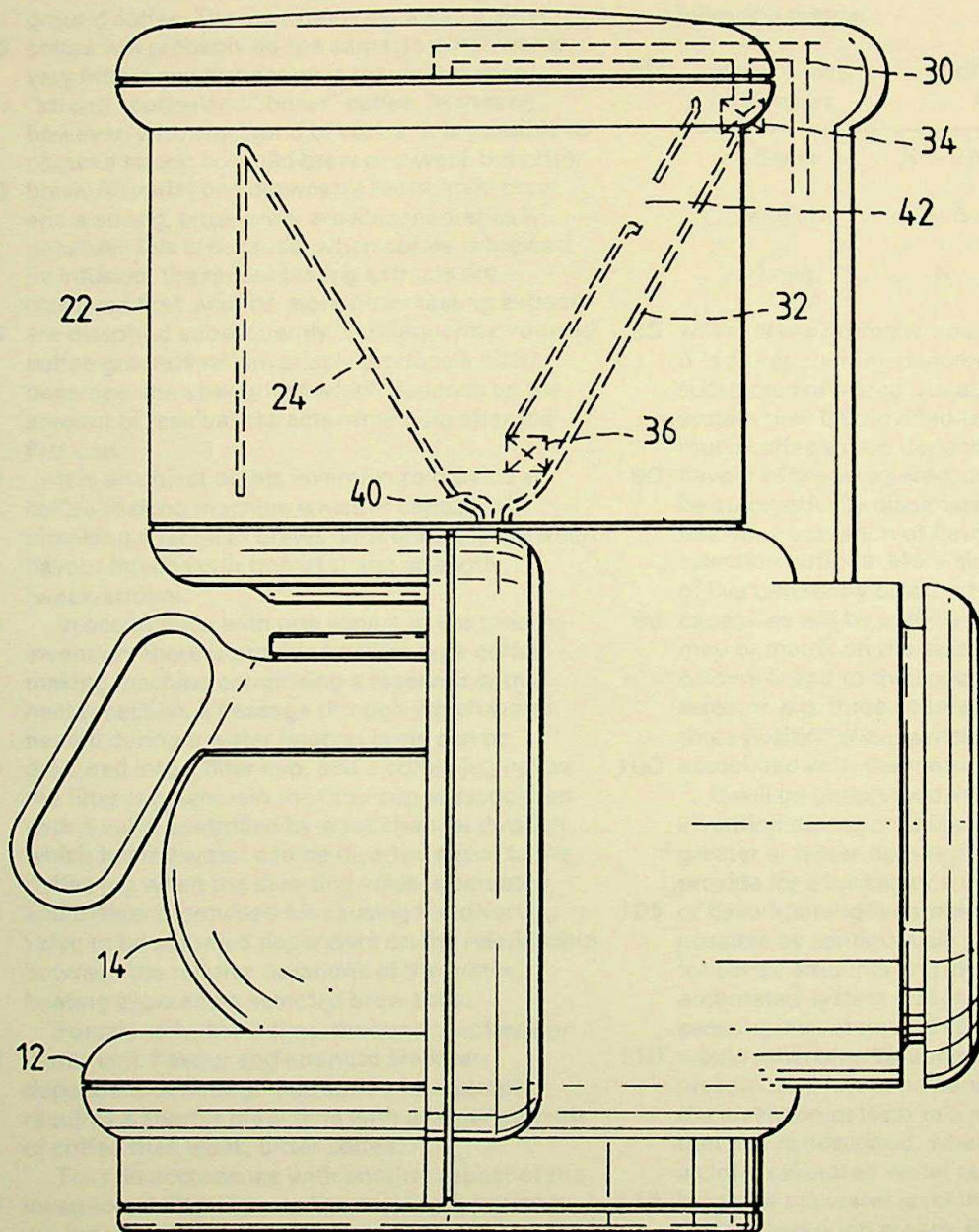




Fig. 5.





*Fig. 6.*



## SPECIFICATION

## Improvements in coffee-making machines

This invention relates to a coffee-making machine, and in particular to a filter-type coffee-making machine which brews coffee by infusion. The term "coffee-making" is employed, even though such a machine may sometimes be employed for brewing other beverages such as tea.

In conventional filter-type coffee-making machines, the user requiring a stronger brew will usually either load the filter cup with an additional quantity of coffee or seek a different brand of ground coffee. The user requiring a more bitter coffee will probably do the same. In other words, very little if any distinction is drawn between "strong" coffee and "bitter" coffee. In theory, however, with any brand of coffee, it is possible to obtain a strong but mild brew or a weak but bitter brew. All variations between a weak, mild brew and a strong, bitter brew are also theoretically possible. This is because, when coffee is brewed by infusion, the milder tasting extracts are dissolved first, and the more bitter tasting extracts are dissolved subsequently. Consequently, re-used coffee grounds will invariably produce a bitter beverage, the strength of which depends on the amount of residual extracts remaining after the first use.

It is an object of this invention to provide a coffee-making machine which is capable of providing a range of brews differentiating between flavour (mildness/bitterness) and strength (weak/strong).

In accordance with one aspect of the present invention, there is provided a filter-type coffee-making machine comprising a reservoir with a heater section, a passage through which water heated during a water heating cycle can be delivered into a filter cup, and a coffee jug below the filter cup, wherein the filter cup is associated with a valve controlled by-pass channel through which heated water can be diverted direct to the coffee jug when the diverting valve is actuated, and means is provided for causing the diverting valve to be actuated dependent on the relationship between the relative durations of the water heating cycle and a selected brew time.

Functionally, brew time, amount of coffee per water unit, flavour and strength are inter-dependent. A strong, mild coffee for example, requires a shorter brew time with a larger amount of coffee than weak, bitter coffee.

Thus, in accordance with another aspect of the invention, a filter-type coffee-making machine is equipped with means defining different predetermined amounts of coffee per water unit filled into the reservoir, and means for selecting differing brew times in pre-established relationship to any of the defined amounts of coffee, the arrangement being such that, according to the brew time selection, heated water will be in infusing relationship to the defined amount of coffee for a selected period effectively

independently of the total amount of water (number of water units) filled into the reservoir.

In one practical arrangement, for example, the coffee-making machine provides for three flavour settings, mild—average—bitter, and three

strength settings, weak—medium—strong. This gives a matrix of nine possible combinations, which demands the possibility of defining five differing amounts of coffee per water unit filled into the reservoir (a water unit will usually be a normal cup capacity plus a percentage extra to allow for retention of water in the filter). Thus, for each possible brew time, the amount of coffee must be selectable in accordance with the following matrix:

80	Brew Times (Flavour)	Coffee Amounts (Strength)		
	Short	$N - 2\Delta$	$N - \Delta$	$N$
	Medium	$N - \Delta$	$N$	$N + \Delta$
	Long	$N$	$N + \Delta$	$N + 2\Delta$

where  $N$  is a normal amount of ground coffee and  $\Delta$  is a predetermined incremental amount, subtracted or added. An automatic indicating system may be provided to inform the user how much coffee to use dependent on the strength and flavour of brew required, or such amounts could be automatically dispensed from a coffee hopper following actuation of flavour and strength selection buttons. More simply, however, a series of five differently coloured spoons of differing capacities will be sufficient, in conjunction with a map or matrix on the side of the machine with colours linked to the spoon colours. A brew time selector, e.g. three separate selection buttons or a three position slide switch, can then be visually associated with the matrix.

It will be understood, however, that the invention can be practised with any chosen greater or lesser degree of automation, and may provide for a limited or a virtually infinite number of flavour/strength combinations, the latter made possible by continuously variable selector controls for coffee amounts and/or brew times. A fully automated system will entail the introduction of sensors, indicators and control mechanisms which would otherwise be unnecessary, and at the present time it is considered preferable to practise the invention at least in a manner analogous to that above described, wherein the user, with the aid of a calibrated water reservoir (showing the height of the water level in cups) and graduated coffee measuring means such as a set of spoons, will be able to select the required coffee strength when guided by graphics on the machine.

Appropriate selective solution of the coffee extracts is properly effected when (as in tea-making in a tea-pot) either some or all of the heated water remains in contact with the ground coffee for the selected brew time period, but substantially no longer than said selected period.



According to another preferred feature of the machine, a second valve is provided at the bottom of the filter to hold back a quantity of the heated water in the filter for the duration of the selected brew time, this valve being actuated to open it simultaneously with actuation of the water diverting valve.

Since in practice it is not desirable for the filter cup to be capable of holding all the water from a totally filled reservoir, the filter valve can be a pressure valve, which is partially opened when the water level in the filter cup rises above a given level and closes again when the water level has fallen to said given level. Alternatively and preferably, therefore, an aperture may be provided in the filter cup at a relatively high level therein, so that when the coffee liquid reaches said level in the filter, it can flow through said aperture and thence into the by-pass channel downstream of the diverting valve. However, in either case, positive actuation of the filter valve will enable all coffee liquid held back in the filter to flow into the coffee jug, and since due to the simultaneous actuation of the diverting valve no more heated water will then enter the filter, infusion will cease independently of the water heating cycle. Thus, if the last-mentioned cycle is longer than the selected brew time, heated water will flow through the by-pass channel for the remainder of the cycle, acting to dilute the coffee liquid which has entered the jug from the filter.

It will be appreciated that the duration of the water heating cycle is dependent on the amount of water initially filled into the reservoir since, as is conventional, the cycle is not completed until the reservoir has been substantially emptied. Thus, the brew time selected for a given flavour coffee may or may not be longer than the water heating cycle, dependent on how much coffee liquid is to be brewed. However, a larger quantity of water will have required a larger amount of coffee (the exact amount according to the selected coffee strength) to be loaded into the filter. For a given flavour, the extracts from a larger amount of coffee are dissolved in the same quantity of water during a selected brew time, producing in the filter an initially more concentrated (stronger) brew than a smaller amount of coffee. Nevertheless, the selected strength at the selected flavour will result in the coffee jug, due to dilution with heated water which has by-passed the filter.

Conversely, when the brew time is longer than the water heating cycle, as will often be the case when a smaller quantity of coffee is to be made, again a more concentrated (stronger) brew will be infused in the liquid in the filter, this time due to the liquid being held back after water heating cycle has elapsed. No water will bypass the filter, and at the end of the brew time the more concentrated coffee liquid in the filter will be released into the coffee jug to strengthen any liquid already present therein in order again to result in a coffee jug containing coffee liquid of the selected strength and flavour.

In practice, there is a minimum quantity of

coffee which can be made exactly in accordance with selected requirements, and this is anticipated to be about two cups. The maximum capacity of the machine may be from ten to sixteen cups.

Psychologically, it may be regarded as disadvantageous if the user can see clear water entering the coffee jug to dilute the coffee liquid therein. Thus, according to a further preferred feature of the invention, the filter bypass channel extends down the outside sloping wall of the filter cup and has a common exit with the exit from the interior of the filter cup into the coffee jug.

In practice, the outflow of coffee liquid from the filter cup tends to slow up as the filter cup empties. Given a shorter brew time than water heating cycle, the filter will still have at least a small outflow of coffee liquid during the entire remainder of the water heating cycle after the selected brew time has passed and the diverting valve has been actuated. The by-passed water and the residual coffee liquid outflow from the filter will mix at the common exit into the coffee jug, thus avoiding the appearance of clear water entering the coffee jug.

This effect is materially enhanced by the provision of the second valve at the bottom of the filter cup, which holds back a substantial quantity of coffee liquid which has to drain through the opened filter valve to the common exit after the selected brew time has expired. Furthermore, the above-described arrangement of by-pass channel then makes for a convenient method of actuation of the two valves. The channel per se can be in the form of a movable member which also constitutes a common operating member for the two valves, namely the diverting valve in the delivery passage to the filter from the reservoir and the filter valve at the bottom of the filter cup. At the end of the selected brew time, a timer causes actuation of a solenoid which acts to displace the channel member to cause actuation of both valves simultaneously.

Such a movable channel member, separately formed from the filter cup, is also advantageous in that it becomes exposed when, as is usual, the filter cup is removable and is so removed for cleaning, and is therefore cleanable at the same time.

The provision of the by-pass channel on the outside sloping wall of the filter cup also facilitates communication of said filter with the by-pass channel, through the afore-mentioned filter cup aperture, whereby coffee liquid in the filter cup is prevented from exceeding a predetermined, relatively high level therein, but at the same time a predetermined quantity of coffee liquid for colouring the by-passed water, after the two valves have been simultaneously actuated, is held back in the filter cup.

Further features of a filter-type coffee-making machine in accordance with the invention will be apparent from the following description of two practical examples thereof, making reference to the accompanying drawings, in which:—

Figure 1 shows a first example of coffee-



making machine in front elevation;

Figure 2 shows the machine in side elevation;

Figure 3 shows the filter cup assembly of the machine, comprising filter cup and by-pass

5 channel;

Figure 4 shows the separation of the filter cup from the by-pass channel;

Figure 5 shows a second example of coffee-making machine in front elevation; and

10 Figure 6 shows the machine in side elevation, with the filter cup assembly illustrated in dash-dot outline.

The machine shown in Figures 1 to 4 comprises a base 10 having on one side a low level hot plate 12 on which stands a coffee jug 14. The coffee jug 14 has a thick base portion 16 in which a mass of wax is contained. When the machine is in use and the jug 14 containing hot coffee liquid stands on the hot plate 12, the mass of wax becomes hot and gives off latent heat for keeping the coffee liquid hot while the jug 14 is temporarily removed to pour coffee therefrom. The wax is re-heated when the jug 14 is returned to the hot plate 12.

On the other side of the base 10, is an upstanding column 18. This contains all the electronics of the machine, and has on its front face a machine control panel 20. The column 18 also contains the heater section of a reservoir 22, the main portion of which surmounts the column. The reservoir 22 is thereby disposed to the side of a detachable filter cup 24 which surmounts the coffee jug 12. The filter cup can be detachably mounted on top of the coffee jug, but is preferably detachably mounted to the framework 10, 18 of the machine.

Conveniently, the machine is externally completed by a two-part top cover 26, 28, the parts of which are removable to allow filling of the reservoir 22 with cold water and access to the filter cup 24.

Within the top cover 26, 28, a delivery pipe for hot (near-boiling) water extends from the reservoir to a point above the filter cup 24. This delivery pipe is shown in Figures 3 and 4 and is referenced 30.

The heater section (not shown) of the reservoir preferably comprises a U-tube with one limb wider than the other. When the machine is switched on, power is supplied to an electric heater element, which heats the water in the wider limb, causing the creation of bubbles of steam which reduces the density of the water in this limb. Hot water thence rises from this limb to the delivery tube 30.

The filter cup assembly of the machine, shown in Figures 3 and 4, comprises, in addition to the filter cup 24, a by-pass channel 32. This is in the form of a displaceable channel member mounted to the framework of the machine, and is so displaceable in order simultaneously to operate a diverting valve 34 and a filter valve 36. The diverting valve 34 is mounted in the delivery pipe 30 through which hot water is supplied from the reservoir to an inlet passage 38 at the top of the filter cup 24. The filter valve 36 is located near the bottom of the filter cup 24. Both valves 34 and 36

are normally closed. When operated, the open diverting valve causes the supply of hot water to be diverted from the filter cup 24 into the by-pass channel 32, while the open filter valve admits coffee liquid retained in the filter cup into the bottom of the by-pass channel, which has an exit 40 above the coffee jug.

The amount of coffee liquid held back or retained in the filter cup 24, when the valves are closed, is determined by an aperture 42 in the wall of the filter cup, which aperture opens into the by-pass channel 32 downstream of the diverting valve 34.

The machine electronics includes a control microprocessor which, to give an example, receives the following inputs from the control panel 20:—

- a) digital clock hours and minutes, fed in by two set buttons,
- 85 b) real time/alarm time, selected by one set button,
- c) brew time, selected by three set buttons or a slide switch,
- d) start/stop, initiated by one set button,
- 90 e) delayed or immediate operation, fed in by one set button.

Acceptance of set button inputs can be indicated by a bleeper. The microprocessor also receives temperature inputs from a sensor located near the top of the heater section of the reservoir. These temperature inputs are provided near the beginning of the water heating cycle and continuously towards the end of the cycle.

The microprocessor provides outputs to a clock display, a LED on/off indicator and a warning light for a scaled condition of the machine, these indicators also being incorporated in the control panel.

In addition, adjacent the control panel 20, the front face of the machine can bear graphics for assisting coffee flavour and strength selection. Assuming three possible strengths for any of three possible flavours are to be selectable, a set of five differently coloured, differing capacity spoons will enable any one of the nine possible selections to be made, in conjunction with the three brew time set buttons. A mild brew requires a short brew time, and a weak brew requires a relatively small amount of coffee. At the other end of the range, a bitter brew requires a long brew time, and a strong brew requires a relatively large amount of coffee.

The reservoir 22 has a transparent wall or transparent section thereof, graduated in cups of coffee liquid required. Assuming one cup to be 125 cc, typically the graduations in the reservoir will be in 140 cc steps, primarily to allow for retention of water in the coffee grounds in the filter.

For a given number of cups required (minimum two), a corresponding number of spoonfuls of coffee will be loaded into the filter, using the spoon appropriate to the selection of strength and flavour. The machine is then set to operate, this step including selection of the correct brew time for the selected flavour.



The microprocessor also provides control outputs to a triac for switching the water heating element on and off and to a solenoid for actuating the by-pass channel member 32, which member serves as an operating member for the two valves 34 and 36. An output can also be provided to a tone generator (buzzer).

The machine can be started into operation immediately or at a set alarm time. First, a water heating cycle will be initiated by switching on the water heating element. The duration of the water heating cycle will be dependent on the amount of coffee liquid to be made, since the element is switched off when, by means of comparator circuitry fed with temperature reference signals, the temperature sensor gives a high temperature output corresponding to a "dry" condition of the reservoir.

The diverting and filter valves 34 and 36 are operated at the end of the selected brew time, which may be less than, equal to or greater than the water heating cycle.

If the heating cycle is of greater duration, then, following opening of the valves 34 and 36, for the remainder of the heating cycle hot water will be diverted through the by-pass channel 32 to mix at 40 with coffee liquid exiting from the filter cup 24 and thence enter the coffee jug 12 to dilute coffee liquid already present therein due to overflow from the filter cup 24 into the by-pass channel 32 through the filter cup aperture 42. The coffee liquid in the jug will then be of the selected strength and flavour.

If the selected brew time is of greater duration than the heating cycle, then the valves 34 and 36 will remain closed for a period after water heating has been completed, storing an amount of liquid in the filter cup 24 for further infusion (solution of further extracts). The valves 34 and 36 will open at the end of the selected brew time to release a more concentrated brew into the coffee liquid already present in the coffee jug 12 in order to impart the selected strength and flavour thereto. No water will by-pass the filter.

If the selected brew time and the water heating cycle are of equal durations, no water will by-pass the filter and no liquid will be stored for additional infusion.

At the beginning of the water heating cycle, the hot plate is switched on, and the power circuit to this hot plate remains switched on for a period, for example one hour, after coffee brewing has been completed. The hot plate is then switched off, and this action may be accompanied by an audible warning from the tone generator.

Reference has been made to a scale warning indicator. A fixed time after and near the start of the water heating cycle, the temperature outputs of the temperature sensor are fed to the comparator circuitry for comparison with one or more intermediate temperature reference levels. Too high a temperature at the sensor at this time of the water heating cycle is indicative of a scaled up condition. A partially scaled up condition can cause the scale warning indicator to flash, while

an unacceptably scaled up condition may switch the warning indicator on continuously and possibly activate the tone generator. Preferably, moreover, if the machine is found to be unacceptably scaled, the valves 34 and 36 will be actuated to prevent coffee making. The temperature sensing near the beginning of the water heating cycle will also detect a "dry" condition (user omitted to fill water into reservoir), the heating cycle then being immediately terminated.

The temperature sensing functions for detecting scale build-up will not be performed during continuous monitoring of the sensor temperature which is commenced later in the water heating cycle.

A further feature of the machine concerns residual water left in the reservoir at the end of the water heating cycle. The water heating element is conveniently connected in circuit with the hot plate power circuit, so that the heating element is also powered with a greater reduced heating current while the hot plate remains on, thereby to evaporate the residual water in the reservoir.

All the above-described operations of the machine are supervised by the clock coupled microprocessor, generally in accordance with conventional practice in the electronics art.

In the drawings, Figure 4 shows the manner in which the filter cup 24 is detachable, separating from the by-pass channel 32 to facilitate cleaning. Conveniently, the channel 32 will be a member of moulded plastics material, and the valves 34 and 36 will be of the small poppet type.

A modified machine is shown in Figures 5 and 6. This machine differs from that described with reference to Figures 1 to 4 only in design details, notably in that, in order to make it more compact, the main section of the reservoir is an annulus surrounding the filter cup, and the coffee jug is not provided with a thickened wax-containing base. The embodiment of Figures 5 and 6 will be clear from the applied references, which are the same as those used in conjunction with Figures 1 to 4.

## 110 CLAIMS

1. A method of brewing coffee in a filter-type coffee-making machine, according to which the filter is loaded with a selected amount of coffee per water unit filled into the water reservoir, a brew time is selected in pre-established relationship to the selected amount of coffee, said selections being made interdependently according to the strength and flavour of brewed coffee required, and heated water is maintained in infusing relationship with the selected amount of coffee for the selected brew period independently of the total amount of water filled into the water reservoir.

2. A method according to claim 1, according to which, if the selected brew time is longer than the total time taken to heat the water filled into the reservoir, then heated water is held back in infusing relationship with the coffee beyond the normal period for filtering the total amount of



water and, if the selected brew time is shorter than the total water heating time, then heated water is diverted thereafter to by-pass the filter, at the end of the selected brew time.

5 3. A filter-type coffee-making machine comprising a reservoir with a heater section, a passage through which water heated during a water heating cycle can be delivered into a filter cup, and a coffee jug below the filter cup, wherein  
10 the filter cup is associated with a valve-controlled by-pass channel through which heated water can be diverted direct to the coffee jug when the diverting valve is actuated, and means is provided for causing the diverting valve to be actuated  
15 dependent on the relationship between the relative durations of the water-heating cycle and a selected brew time.

4. A machine according to claim 3, including a  
20 second valve at the bottom of the filter to hold back a quantity of the heated water in the filter for the duration of the selected brew time, this valve being actuated to open it simultaneously with actuation of the water-diverting valve.

5. A machine according to claim 4, wherein the  
25 second valve is a pressure valve.

6. A machine according to claim 4, wherein the filter cup has an aperture therein at a predetermined level above the second valve, so that when the coffee liquid reaches said level in  
30 the filter, it can flow through said aperture and thence into the by-pass channel downstream of the diverting valve.

7. A machine according to any of claims 3 to 6,  
35 wherein the filter by-pass channel extends down the outside sloping wall of the filter cup and has a common exit from the interior of the filter cup into the coffee jug.

8. A machine according to claim 4 or any of claims 5 to 7 when appendant to claim 4, wherein  
40 the filter by-pass channel is in the form of a movable member which also constitutes a common operating member for the two valves, namely the diverting valve in the delivery passage to the filter from the reservoir and the filter valve  
45 at the bottom of the filter cup.

9. A machine according to claim 8, including a timer operable at the end of the selected brew time to cause actuation of a solenoid which acts

to displace the channel member to cause  
50 actuation of both valves simultaneously.

10. A machine according to any of claims 3 to 9, bearing a chart for indicating selected coffee amounts per water unit filled into the reservoir according to strength and flavour of brewed coffee  
55 required, and a brew time selector positioned on the machine in visual relationship to said chart.

11. A machine according to any of claims 3 to 10, including a timer and an electronic switch whereby, at the end of water heating for coffee  
60 brewing, a water heater is switched to reduced power for a predetermined period, thereby to evaporate residual water in the water reservoir.

12. A machine according to claim 11, having a hot-plate for supporting the coffee jug, wherein  
65 said timer and electronic switch are also utilised to control the switching on of the hot-plate, for the same predetermined period, at the end of water heating for coffee brewing.

13. A machine according to any of claims 3 to 12, wherein the coffee jug incorporates a mass of heat-retaining wax, and means are provided for reducing loss of heat from the brewed coffee through the jug inlet from the filter cup.

14. A machine according to any of claims 3 to 13, having an electric water heater the temperature of which is monitored by a temperature sensor to control water heating for coffee brewing, wherein an output derived from the sensor during the water heating period is  
80 compared with at least one fixed reference level in order to detect build-up of scale, and the diverting valve is actuated if a reference level designating a scaled-up heater is exceeded by the sensor output.

15. A machine according to claim 14, wherein a sensor output in excess of a reference level designating a partially scaled-up heater causes a warning indicator to be operated but does not actuate the diverting valve.

16. A method of brewing coffee in a filter-type coffee-making machine substantially as  
90 hereinbefore described.

17. A filter-type coffee-making machine substantially as hereinbefore described with  
95 reference to the accompanying drawings.



## Specialty Coffee Maker Boom

# 'The Category We Shouldn't Ignore

By DAVID BRALOW

It's Sunday afternoon on a blustery January day in Chicago. A buyer taking time from his rounds through McCormick West sips a cup of coffee while discussing trends in retailing.

"The category we shouldn't ignore," he says while looking at his cup, "is coffee. Coffee, especially cappuccino and espresso, is going to get bigger and bigger."

The next day more retailers were talking about the espresso category after they discovered at McCormick the coffee story introduced by Benjamin & Medwin.

And as department and specialty store retailers prepare for the San Francisco International Gourmet Products Show, they are looking at the category with even more interest.

This spring two companies, Salton Inc. and Coffee Imports International will introduce two dessert coffeemakers at the gourmet show.

And while these espresso/cappuccino machines will never push drip coffeemakers off the shelves, both retailers and manufacturers say the category, which sold 500,000 units last year, will continue to grow.

SOME manufacturers, such as Bill Volkman, Coffee Imports president, say the category will grow exponentially in the next decade. In 10 years, he predicts, about 50 percent of the coffee consumed in this country will come from some type of espresso machine.

While this may be wishful thinking, the fact that Pronto Cafe, an espresso/cappuccino unit made by a division of Conair, has reached the catalog showrooms, may just portend the marketing potential of the category.

Some high-end department stores say while they are cutting SKUs in drip coffeemakers, they are going after business in espresso machines.

A buyer from a New York department store says: "A Pronto machine from Conair gets them in the store and units from Benjamin & Medwin or Coffee Imports provides a good 40 percent mark up."

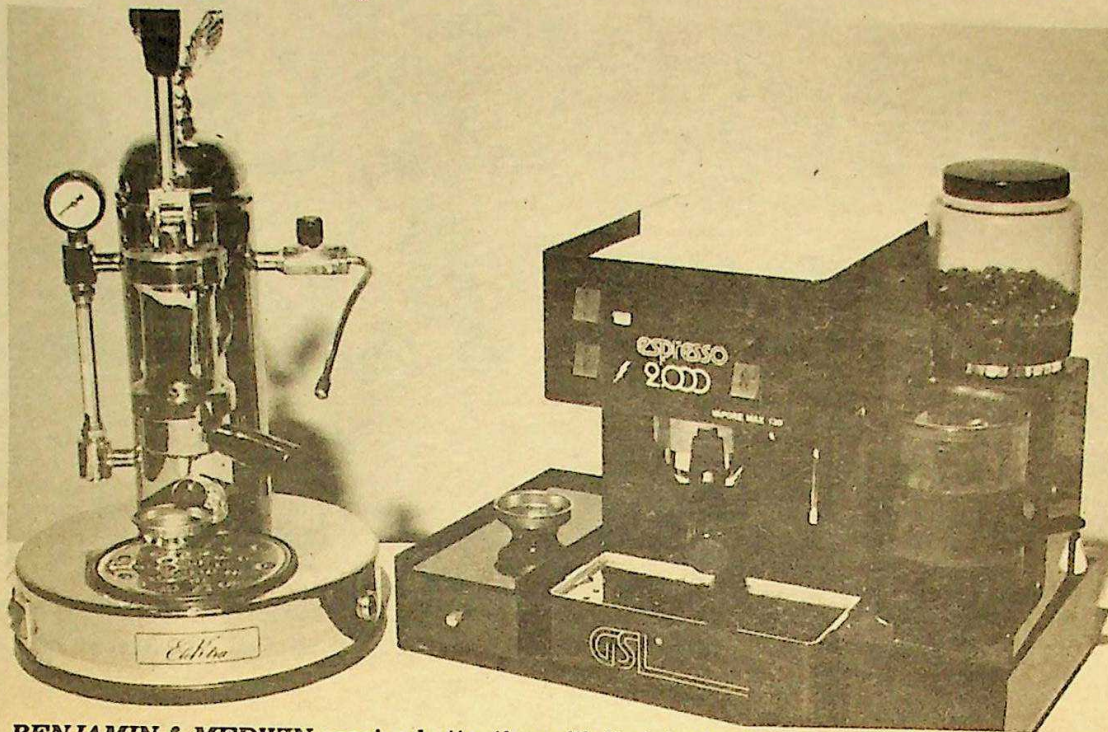
Harry Bilodeau, divisional merchandise manager for Woodward & Lothrop, says the dessert coffee category has been doing very well.

While it is not right for some stores, he says, the fashion approach "is growing and worth more and more attention." Woodward & Lothrop will be giving the category attention in the spring with fashion-style advertising, he says.

ANOTHER retailer from a Southeast department store says the espresso/cappuccino category gives the stores a good quality image.

While he finds he is cherry-picking in the top-end drip coffeemaker market — dropping one unit when there is another with the same features — he says he is adding in the espresso category.

"The espresso/cappuccino category has been something of a novelty for us," he says, "but it is becoming a necessary element.



**BENJAMIN & MEDWIN** received attention with its introduction of a complete dessert coffee story, including two electric espresso/cappuccino makers.



**MOULINEX Products Inc.** introduced an espresso machine at the Cologne Fair and is considering bringing the unit to the United States.



**SALTON Inc.**, in order to cover both ends of the market, will introduce a \$100 espresso/cappuccino maker at the San Francisco gourmet show.

We have begun stocking units from \$50 to the-sky-is-the-limit."

The retailers discuss units from Conair and Salton in the lower-end of the market and machines from Coffee Imports, Krups and, now, Benjamin & Medwin, which sell for more than \$250.

In tracking the sales of the units, of course, the volume of the market hugs the East and West Coast specialty and department stores while the middle of the country is still becoming aware of the trend. But stove-top units are beginning to sell in the Midwest, which means with consumer education programs the market is on the verge of expanding, Volkman says.

Manufacturers, such as Lew Salton, vice chairman of Salton Inc. and one of the first American producers to market espresso machines with his Cafe Salton, explains the trend.

ODDLY enough, he credits Mr. Coffee, the drip coffeemaker from North American Systems, Inc., for America's growing interest in espresso.

"Mr. Coffee changed the taste of coffee in America," he says. "Where once Americans suffered through percolated coffee, which ruins the flavor of beans, they learned how coffee should taste when using a drip coffeemaker."

Then restaurants offered espresso and people who traveled discovered European cafes. By 1977, espresso was known in the metropolitan areas, Salton says, and a couple of imports coming from Italy made a nice specialty market.

Volkman, who started importing units 10 years ago, says the market grew as people began looking for a better and better cup of coffee. Citing figures from the American Coffee Institute, he says in 1970, 70 percent of all coffee drunk came from percolators; 25 percent drip; and 5 percent specialty. By 1981, 75 percent used the drip method; 20 percent specialty; and 5 percent percolator.

"I believe in another 10 years, about 50 percent of the coffee drunk in this country will be espresso," he says. But that will require education.

**VOLKMAN**, Salton and Jack Medwin, president of Benjamin & Medwin, all agree that to fully develop the specialty coffee market the American public needs to be better informed.

As people become more and more sophisticated about their coffee taste, they will want better and better machines, Salton says. Volkman says the consumer will move from a stove-top espresso machine to a stove-top espresso/cappuccino maker to an electric espresso/cappuccino maker to the high-end piston-type machines.

To educate the public, importers such as Medwin and Volkman use demonstration programs. They both have 800 numbers to answer consumer and retailer questions. Volkman distributes a booklet that details the types of beans, the ways to brew coffee and the advantages of different

*Continued on facing page.*

APRIL 19, 1982  
3-15/113 D7/309



# Wheaton is planting Country Orchards all across America.



The leader in storage has done it again with the introduction of Country Orchard canisters in the all new Wheaton milk glass.

They're available in Flour, Sugar, Coffee or Tea, and they've got everything your customers look for in storage jars: beautiful, embossed fruit-design; air-tight lid; and striking colors for any decor — all available in the 4-piece set.

Soon you and Wheaton will be planting Country Orchards in thousands of kitchens throughout the country.



Wheaton Fine Glassware 1101 Wheaton Avenue  
Millville, New Jersey 08332 (609) 825-1400  
New York Showroom: 225 Fifth Avenue, Room 935  
New York, New York 10010 (212) 532-1833



See us at Booth 1402-1412.

We're Bringing Quality to Quantity



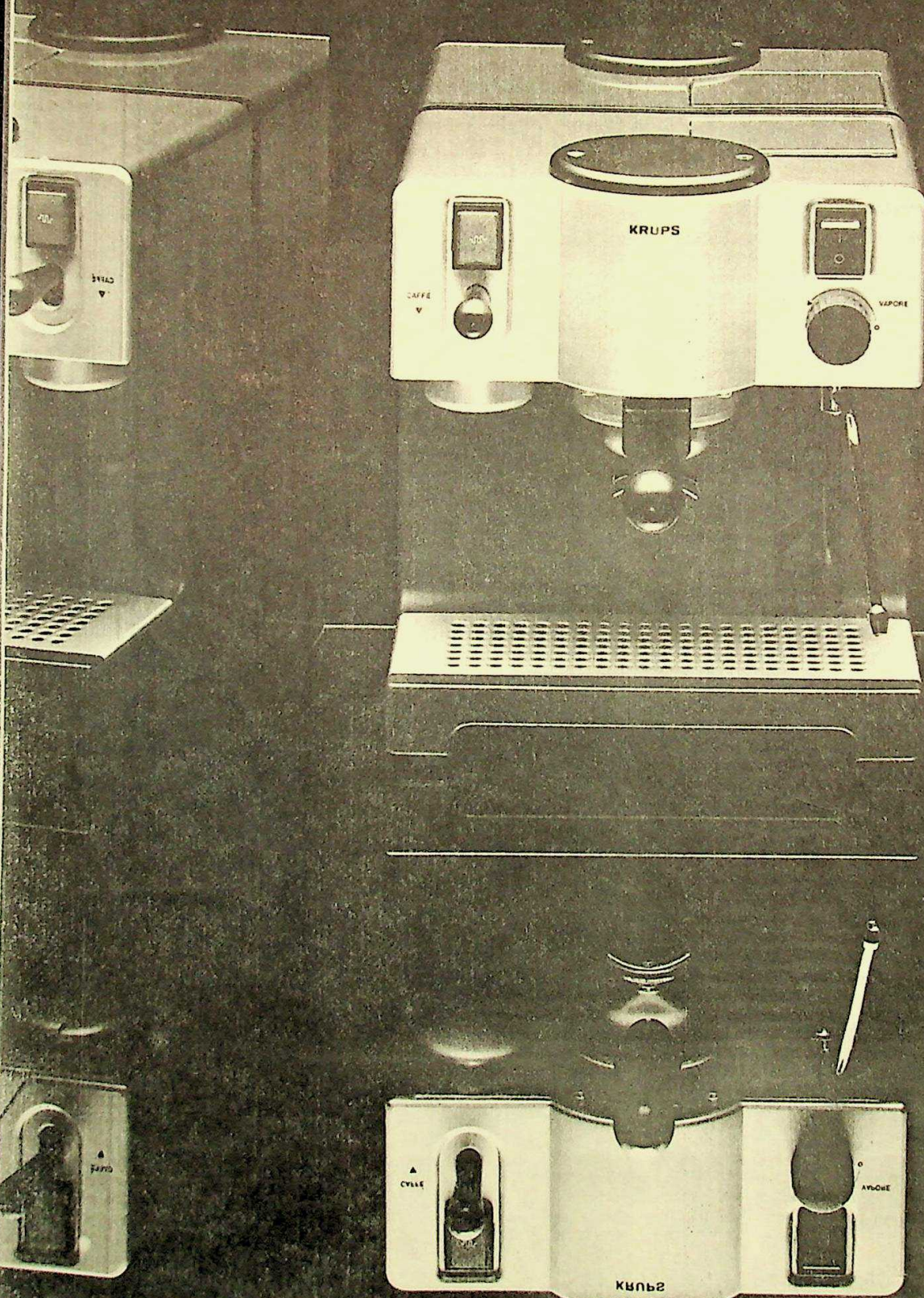
D7/309

«Un Espresso, per favore»

IV-1982

p.90 FORM 100

**KRUPS**  
Technik mit Komfort





07/05  
309

FORM 96  
p.80 IV 1981/82





# Basket-shaped filter vs. The Cone.

Which do you think would get the most out of your coffee?



BETTER  
HOMES &  
GARDENS

SEPT. 1981

Most brands of automatic drip coffeemakers have a basket-shaped filter top. And because grounds lie flat in the basket, you're sometimes left with dry pockets, which means you're not using all your coffee.

Melitta Automatic Drip Coffeemakers have a unique cone-shaped filter that naturally concentrates coffee grounds right under the flow of water, so you always get complete saturation. Which means you also get the most out of your coffee, both in flavor and economy.

SEPT. 1981

So next time you're looking for an automatic drip coffeemaker, remember The Cone and remember the name Melitta. It's the one sure way to get great-tasting coffee... every time.





# INTRODUCING: A New and Exciting Concept for Interval Ownership!

Imagine a Small Village on a tropical island paradise. Imagine owning a villa at your favorite time of year. Imagine that this village is right on the beach. Designed for you with every comfort and convenience. This is Club Regency of Marco Island. A village conceived from the very beginning to be the ultimate in timeshare destinies. It never existed before... a brand new village with no elevators... no highrises... and no traffic! Being built directly on the white sands and sparkling blue waters of southwest Florida... on a tropical island. It's yours, always there. It's Marco Island... it's Club Regency. It's your vacation forever!



Our Concept of Interval Ownership... It's not like taking a vacation... it's owning one! Consider all the benefits of owning the real estate. Think about the cost of your last vacation. Can you do it next year at the same price? Club Regency's vacation next year is at the price you pay today... It's a beautiful endless vacation, all prepaid! Priced from \$6,000.



☐ Please send me your color brochure that will give me more information, including current prices, availability and financing my "Charter Membership" in the Club Regency of Marco Island. I understand there is no obligation.

☐ Please send information to the list of friends attached.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE (HOME) \_\_\_\_\_ (BUSINESS) \_\_\_\_\_

BH&G - 8/81



**Interval Resorts America, Inc.**

547 ELKCAM CIRCLE P.O. BOX 1430 • MARCO ISLAND, FL 33937  
PHONE 813/394-8197 OR CALL TOLL FREE 1-800/237-4171

IN NO EVENT DOES THIS CONSTITUTE ANY OFFERING IN ANY STATE OR LOCATION WHERE SUCH OFFERING IS PROHIBITED BY LAW.



microns. (The diameter of a human hair is about 100 microns. The smallest particle visible to the human eye is 40 microns.) More loosely wound and less expensive filters catch everything over about 60 microns.

All the wrapped cylinders fill up with particles eventually and then

it is necessary to replace them.

A ceramic filter, intended for the same duty, is permanent. Designed to weed out larger particles—in the 250- to 350-micron range, or about the size of the tiniest visible grain of sand—it is cleaned by backwashing for a recommended period. Then you

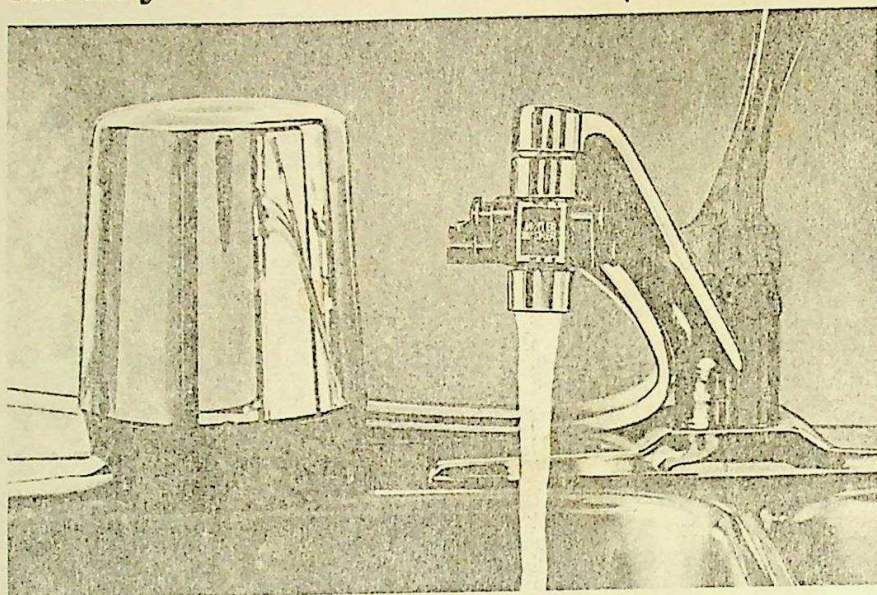
remove, soak and wash it thoroughly, and it's ready for use again.

Cold-water dirt filters are plentiful and operate at temperatures between 40 and 100° F. But if you want to catch rust before it stains clothes in the washer, buy a hot-water sediment filter. Some with-

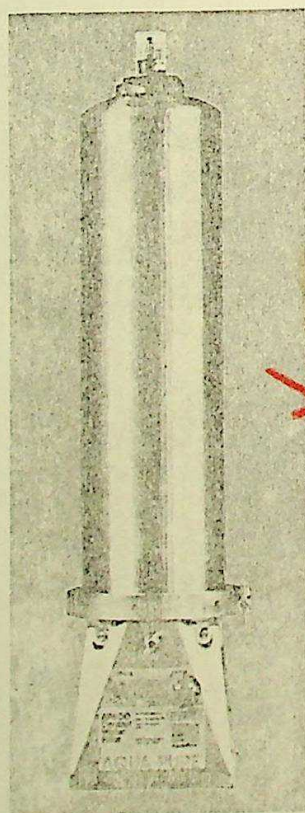
## Six ways to cleaner water

p. 79

JULY, 1981



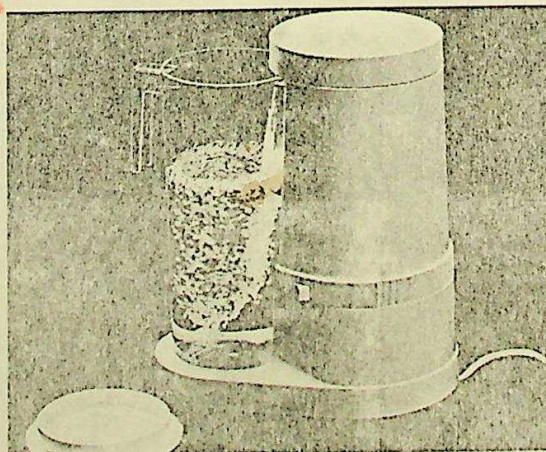
When you want filtered water for cooking or drinking, push the side button on this faucet-attached carbon filter made by West Bend. Otherwise, the water bypasses the filter.



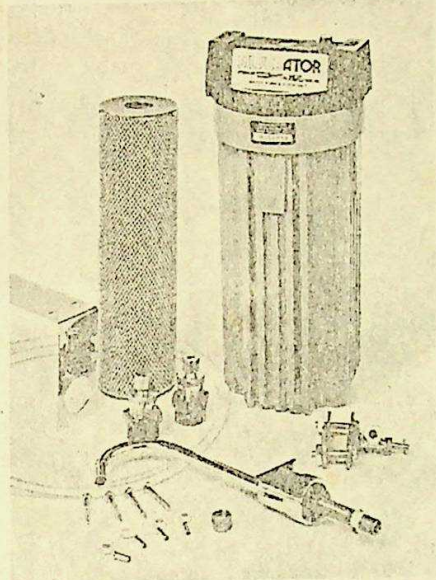
The AP600 model filters out bad tastes, odors, rust and grime, and inhibits scale. An indicator pops up when cartridge change is necessary.



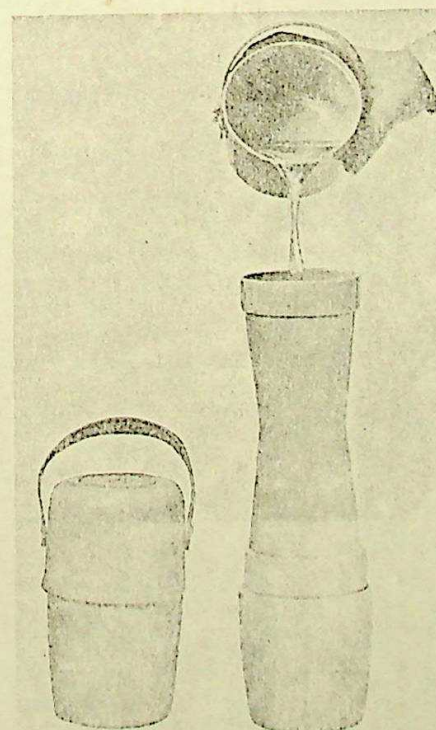
Ice-maker water filter (\$12) from Filterite attaches to copper or plastic tubing at the rear of the refrigerator to make ice cubes odorless and tasteless.



This portable electric water filter forces water up into activated charcoal and out the spout at the top into a container. Watermate by Dynek costs under \$50.



A typical under-sink filter kit includes (left to right, rear): hanging bracket, tubing, replaceable filter cartridge, tubing adapters, outer cylinder. Front (left to right): mounting screws, filtered water spout and self-tapping needle valve.



Water Master by American Purification delivers one cup of water at a time. The hourglass filter fits over the cup; water takes under a minute to seep through.



## (12) UK Patent Application (19) GB (11) 2 063 655 A

- (21) Application No 8036277  
 (22) Date of filing 12 Nov 1980  
 (30) Priority data  
 (31) 7908339  
 (32) 15 Nov 1979  
 (33) Netherlands (NL)  
 (43) Application published  
 10 Jun 1981  
 (51) INT CL<sup>3</sup>  
 A47J 31/00 31/14 31/24  
 (52) Domestic classification  
 A4E 140 142 166  
 (56) Documents cited  
 GB 477203  
 (58) Field of search  
 A4E  
 (71) Applicants  
 N. V. Philips'  
 Gloeilampenfabrieken,  
 Pieter Zeemanstraat 6,  
 NL-5621 CT, Eindhoven,  
 The Netherlands  
 (72) Inventor  
 Wierd Corbier  
 (74) Agent  
 R. J. Boxall,  
 Mullard House,  
 Torrington Place, London  
 WC1E 7HD

## (54) Coffee maker

(57) In an automatic electric coffee maker, the coffee filter (5) is supported in a holder (4) which is angularly adjustable therewith by rotation. The filtrate outlet (11) can be fully open or partly obstructed to enable normal or small amounts of coffee liquid to be made. After filtration, a reservoir (16) in the holder can be brought below the outlet to catch residual drips.

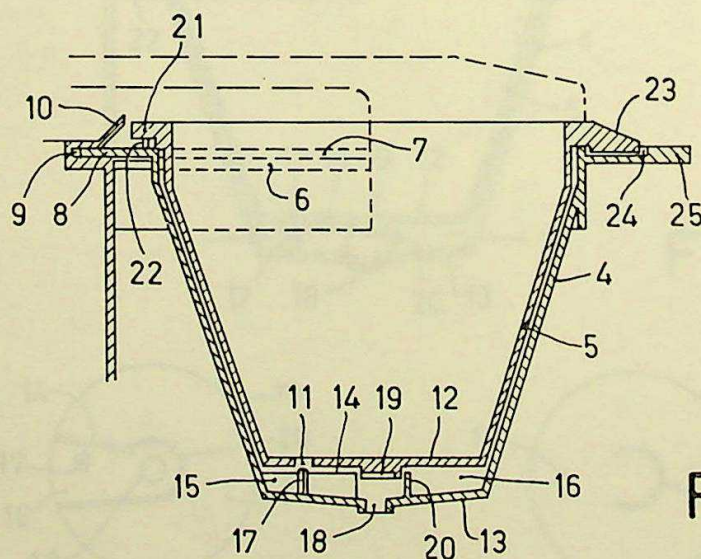


FIG. 2

GB 2 063 655 A

572/99/295



1/2

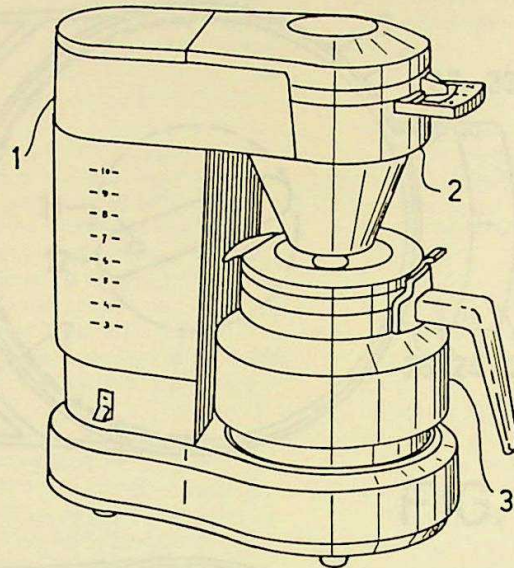


FIG. 1

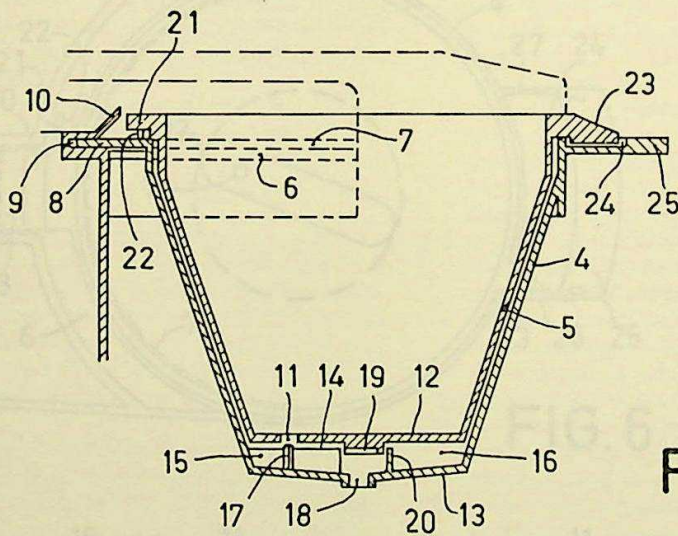


FIG. 2

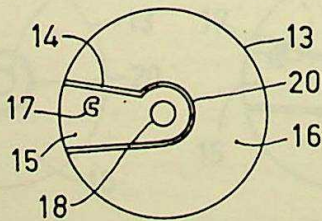


FIG. 3

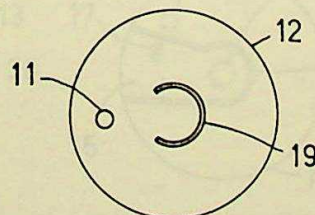


FIG. 4



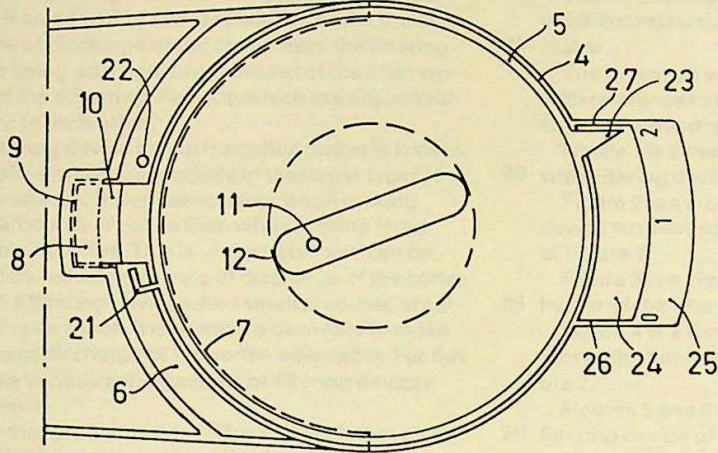


FIG. 5

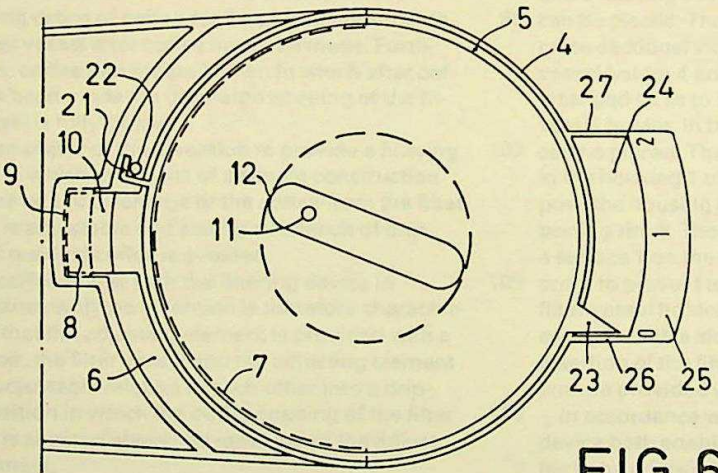


FIG. 6

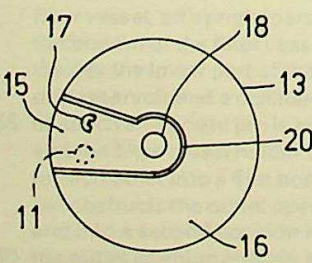


FIG. 7

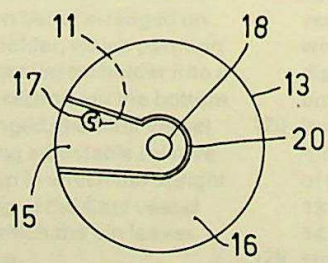


FIG. 8

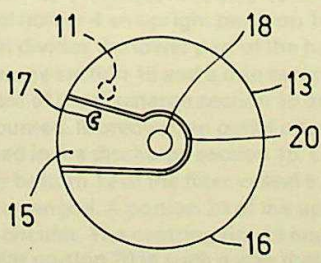


FIG. 9



## SPECIFICATION

## Coffee maker

5 The invention relates to a coffee maker having a housing in which a filtering device can be placed, which filtering device comprises a filter vessel with an outlet opening in the bottom thereof and under-

10 the rate of discharge of the coffee from the filtering device being adjustable with the aid of the filter vessel and the adjusting element, which are adjustable relative to each other.

A filtering device for such a coffee maker is known.

15 In coffee makers, especially in the larger types, the temperature of the coffee is lower when making small amounts of coffee than when making large amounts of coffee. This is undesirable and can be solved by reducing the rate of discharge of the coffee

20 from the filtering device when small amounts of coffee are to be made. It is therefore desirable to make the rate of discharge of the coffee adjustable. For this purpose various constructions of filtering devices are known.

25 A further problem with coffee makers is that after the coffee has been made coffee keeps dripping from the filtering device for some time, which gives rise to soiling after the coffee jug has been removed. Coffee makers are known where a receptacle for receiving drops of coffee can be placed underneath the filter vessel after coffee has been made. Furthermore, coffee makers are known in which after coffee has been made the discharge opening of the filter vessel is fully closed.

35 It is an object of the invention to provide a filtering device in which by means of a simple construction both the rate of discharge of the coffee from the filter device is adjustable and soiling as a result of dripping of residual coffee is avoided.

40 The coffee maker with the filtering device in accordance with the invention is therefore characterized in that the adjusting element is provided with a reservoir, the filter vessel and the adjusting element being adjustable relative to each other into a drip-free position in which the outlet opening of the filter holder is situated above the reservoir of the adjusting element.

A preferred embodiment of the coffee maker, is characterized in that the adjusting element is constituted by a filter vessel holder, which surrounds the filter vessel, an upright partition being arranged on the bottom of the filter vessel holder, which partition divides the lower part of the filter vessel holder into a drip reservoir and a discharge section, on the bottom of which an upright pin is arranged, the filter vessel and the filter vessel holder being adjustable relative to each other into a first position in which the upright pin obstructs the outlet opening of the filter vessel and into a second position in which the pin leaves the outlet opening entirely open.

In accordance with a further embodiment of the coffee maker the filtering device can be latched in the drip-free position with the aid of latching means in the housing of the coffee maker.

65 Suitably, the filter holder can be suspended in the

coffee maker housing, the filter vessel is arranged so as to be angularly adjustable in the filter vessel holder and the latching means are constituted by a hook and a pin, the filter vessel being provided with the hook and the housing of the coffee maker with the pin, the pin engaging behind the hook in the drip-free position.

The invention also relates to a filtering device as used in conjunction with the aforementioned coffee maker.

The invention will now be described in more detail with reference to the accompanying drawings which show an embodiment. In the drawings:

75 Figure 1 is a perspective view of a coffee maker with filtering device,

80 Figure 2 is a cross-sectional view of the filtering device suspended in the housing of the coffee maker of Figure 1,

85 Figure 3 is a view of the bottom of the filter vessel holder of the filtering device in Figure 2,

Figure 4 is a view from the underside of the bottom of the filter vessel of the filtering device of Figure 2,

90 Figures 5 and 6 show views from the top of the filtering device of Figure 2 in two different positions, Figures 7 and 8 and 9 show views of the bottom of the filter vessel holder in three different positions.

Figure 1 depicts a coffee maker having a housing 1 and a filtering device 2 below which a coffee jug 3 can be placed. The filtering device, which is shown in cross-sectional view in Figure 2, comprises a filter vessel holder 4 and a filter vessel 5, which is arranged so as to be angularly adjustable in the filter vessel holder. In the filter vessel 5 a paper filter bag can be placed. The filtering device can be suspended in the housing 1 of the coffee maker. For this purpose the housing is formed with a semicircular supporting rim 6. The filter vessel holder 4 bears against a surface 7 on the supporting rim 6 of the housing. In order to prevent toppling of the filtering device, the filter vessel holder 4 is provided with a tab 8, which engages with a slot 9 of the housing 1. To facilitate insertion of the filtering device the housing is furthermore provided with an upwardly sloping guide 10.

110 In accordance with the invention the filtering device both enables the rate of discharge of the coffee to be adjusted and residual drops of coffee to be caught. For this purpose the filter vessel 5 has an outlet opening 11, which is formed eccentrically in a bottom 12. Underneath it, on a bottom 13 of the filter vessel holder 4 an upright partition 14 is arranged, which divides the lower part of the holder 4 into a discharge section 15 and a drip reservoir 16. On the bottom of the discharge section 15 an upright pin 17 is mounted. Moreover, an outlet opening 18 is formed in the discharge section 15. On the underside of the bottom 12 of the filter vessel 5 a centring rim 19 is arranged. A portion 20 of the upright partition 14 is circular. The centring rim 19 engages with the circular portion 20 in such a way that the filter vessel is readily angularly adjustable in the filter vessel holder.

125 The filtering device has three available angular positions of the filter vessel with respect to the filter vessel holder and it operates as follows:



In position 2 (see Figures 5 and 7) the outlet opening 11 of the filter vessel is situated over the discharge section 15 of the filter vessel holder 4, but adjacent the pin 17. In this position the coffee flows through the openings 11 and 18 into the coffee jug 3 at a normal rate.

In position 1 (see Figure 8) the outlet opening 11 is situated exactly above the pin 17, so that the outlet opening 11 is partly obstructed. The rate of discharge of the coffee in this position is lower than that in position 2 and the setting is thus suitable for making small amounts of coffee. Position 1 is also the position in which the filtering device of Figure 2 is shown.

In position 0 (see Figures 6 and 9) the outlet opening 11 is situated over the drip reservoir 16. The filter vessel is set to position 0 after the coffee has been made and before the coffee jug 3 is removed. This action prevents residual coffee drops from soiling for example a hotplate beneath the jug 3. In order to prevent that when the coffee jug is removed in the drip-free position 0 the filtering device is pulled out of the housing 1 by the removal of the coffee jug, the filtering device is latched in the drip-free position. For this purpose the filter vessel 5 is formed with a hook 21 that can cooperate with a pin 22 on the supporting rim 6 of the housing 1. In the drip-free position 0 the hook 21 engages behind the pin 22, so that the filtering device cannot be removed from the housing.

The filter vessel 5 can be angularly adjusted by means of a pointer 23, which also serves as a position indicator.

The angle through which the filter vessel is adjustable in the filter vessel holder is limited in that the pointer 23 partly engages with a recess 24 of a handle 25 of the filter vessel holder 4. The edges 26 and 27 act as stops for the movement of the pointer 23.

The filter vessel and the filter vessel holder can readily be disassembled for cleaning purposes.

#### CLAIMS

1. A coffee maker having a housing in which a filtering device can be placed, which filtering device comprises a filter vessel with an outlet opening in the bottom thereof and underneath it an adjusting element with an outlet opening, the rate of discharge of the coffee from the filtering device being adjustable with the aid of the filter vessel and the adjusting element, which are adjustable relative to each other, characterized in that the adjusting element is provided with a reservoir, the filter vessel and the adjusting element being adjustable relative to each other into a drip-free position in which the outlet opening of the filter holder is situated above the reservoir of the adjusting element.

2. A coffee maker as claimed in Claim 1, characterized in that the adjusting element is constituted by a filter vessel holder, which surrounds the filter vessel, an upright partition being arranged on the bottom of the filter vessel holder, which partition device divides the lower part of the filter vessel holder into a drip reservoir and a discharge section, on the bottom of which an upright pin is arranged, the filter vessel and the filter vessel holder being adjustable relative

to each other into a first position, in which the upright pin obstructs the outlet opening of the filter vessel, and into a second position, in which the pin leaves the outlet opening entirely open.

3. A coffee maker as claimed in Claim 1 or 2, characterized in that the filtering device can be latched in the drip-free position with the aid of latching means in the housing of the coffee maker.

4. A coffee maker as claimed in Claim 3, characterized in that the filter vessel holder can be suspended in the housing of the coffee maker, that the filter vessel is angularly adjustable in the filter vessel holder and the latching means are constituted by a hook and a pin, the filter vessel being provided with the hook and the housing of the coffee maker with the pin, the pin engaging with the hook in the drip-free position.

5. A filtering device as employed in a coffee maker as claimed in any of the preceding Claims.

6. A coffee maker substantially as hereinbefore described with reference to the accompanying drawings.

Printed for Her Majesty's Stationery Office by The Tweeddale Press Ltd.,  
Berwick-upon-Tweed, 1981.  
Published at the Patent Office, 25 Southampton Buildings, London, WC2A 1AY,  
from which copies may be obtained.



P 7/309

JUNE 1981

# Don't let our quiet good looks deceive you.

June, 1981

Better Homes & Gardens

P. J 11



Inside this Melitta Automatic, your coffee grounds are getting a real workout.

Notice Melitta's unique cone-shaped filter. This concentrates the grounds to put them right where the action is...directly under the flow of water. So every single ground gets fully saturated.

(Other coffeemakers use basket-shaped filters that can leave dry spots.) And the water turbulence turns the grounds over and over to release full coffee flavor.

So if you're in the market for a new automatic, remember Melitta, a great looking coffeemaker that makes great tasting coffee.

Melitta® Ten Cup Coffeemaker

Melitta®

Look for Melitta coffee-makers, filter paper and accessories at fine stores everywhere.

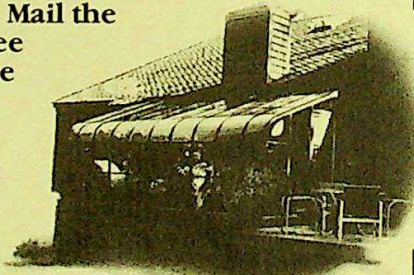




## Live Next to Nature Year-Round.

Imagine yourself surrounded by sunshine, or dining under the stars! You can enjoy a fresh, new outlook on life by adding a glass-enclosed environment to your home. It's easy to enclose a deck, patio or hot tub. Or create a studio, breakfast nook, sunroom, hobby or entertainment center. Picture all the possibilities!

Our glass enclosures come pre-designed to meet codes, specifications and quality standards for room additions. Find out now how to have one added to your home, or do it yourself. **Mail the coupon or call toll free 1-800-828-9081 for the name of the nearest display distributor. Dealer and Distributor inquiries invited.**



### I WANT MORE FACTS ON A GLASS-ENCLOSED ENVIRONMENT:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Home phone \_\_\_\_\_

Business phone \_\_\_\_\_

(PLEASE PRINT; INCLUDE AREA CODES)

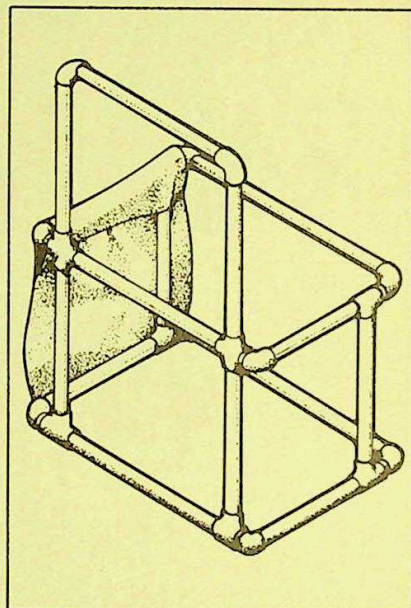
BHG

**ENGLISH  
GREENHOUSE**  
PRODUCTS CORPORATION

Mail to:  
English Greenhouse  
Products Corp.  
11th & Linden Streets  
Camden, New Jersey 08102

## Produce Your Own Puppet Theater


A well-made puppet theater can do nothing but add to puppet fun. This sturdy version is lightweight, inexpensive, and easy to make from plastic pipe and fabric.



Design: Betsy Field. Drawing: Blaser Kimball

**Materials:** Three 20-foot lengths of 3/4-inch-diameter PVC plastic pipe; 10 elbow fittings; 10 T fittings; 2 X fittings; 1/2 pint of PVC adhesive; 5 yards of nontransparent cloth; 1 pair of curtains (about 33 inches long) and valance; hacksaw; sandpaper.

**Directions:** The theater measures 60 inches high, 48 inches wide, and 36 inches deep. Following the diagram, *above*, cut pieces of pipe with a hacksaw saw and sand the edges smooth. Assemble all parts first to see that they fit and that all pieces are straight and level. Apply adhesive to the pipe ends, and slide the connective pipe pieces onto the ends of the pipe lengths.

Cut fabric for the lower theater curtains that will hang from the three-foot-high crosspieces. You can make or buy the upper curtains to hang from the higher crosspiece. 



MAY 4, 1981

page 28

HFD - RETAILING HOME FURNISHINGS

SECTION  
ONE

housewares

## Variety Spices the

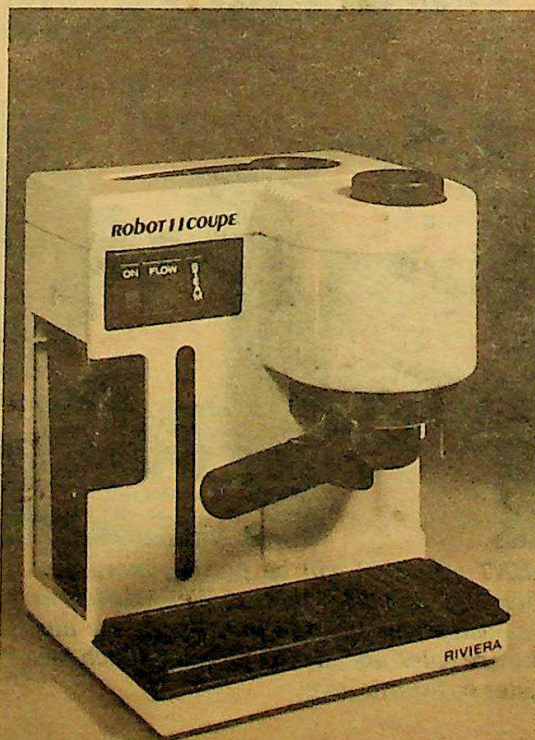


### For Stove or Oven

Atlas Metal Spinning unwrapped its Home Roaster, a coffee roaster designed for top-of-stove or oven use. Low heat is used and roasting takes 15 minutes. Available in two styles: with satin aluminum finish at \$39.95 retail or in copper and brass finish, \$79.95. Roasts about a quarter pound of beans at a time.

### For Coffee Lovers

Robot-Coupe will begin delivery July 3 on its new cappuccino-esspresso maker unveiled at the San Francisco gourmet show. The unit will retail at \$325.



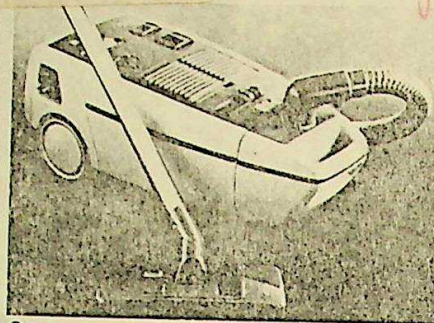
MIDDLE  
← LEFT  
PANEL





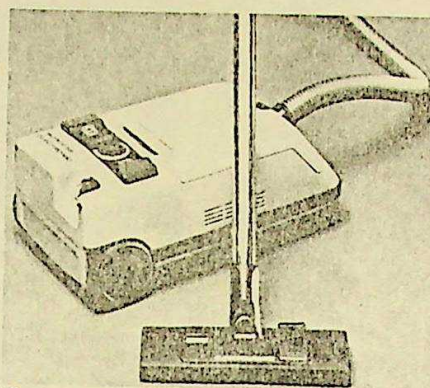
D15/113 D7/309 20

# CONSUMER GOODS

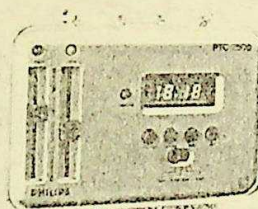
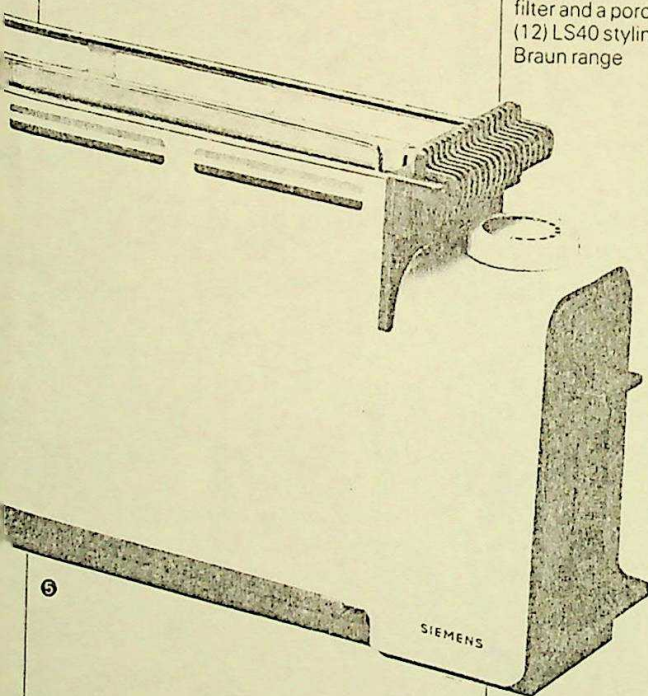


(5) Siemen's TT5237 toaster takes one big slice or two small ones

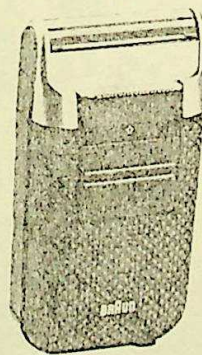
(6) Philips vacuum cleaner



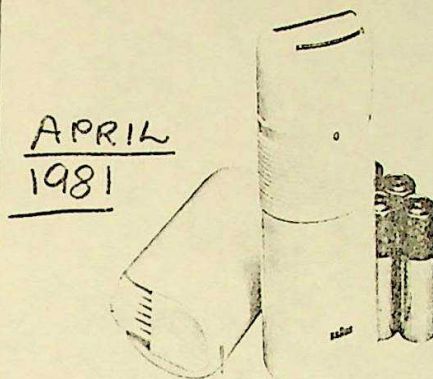
- (7) New Super-S vacuum cleaner from Siemens, designed for small homes
- (8) Central heating energy saver from Philips
- (9) New Braun shaver
- (10) Braun shaver (plus batteries) for women
- (11) Siemens's coffee maker has a porcelain filter and a porcelain jug
- (12) LS40 styling comb, part of the expanding Braun range



(8)



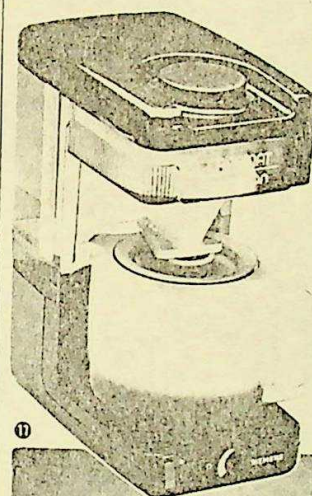
(9)



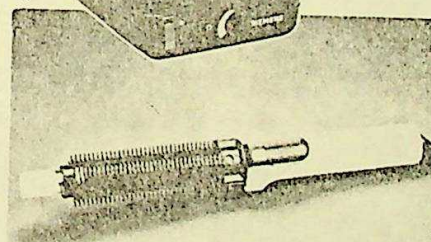
APRIL 1981

DESIGN 388

P. 43



(11)



(12)

According to Schricker the trouble with styling electrical appliances is that they give so little away. 'It was the same with railway engines. With a steam locomotive it was obvious what it did, you didn't need to style it to give it an identity. But with electric locomotives there is just a box until it's styled. With washing machines or cookers all that's left with any functional content is the control panel. The rest is styling. In fact we are at a half-way house at the moment. We aim in future to reduce the dominance of the buttons - it's a fact that, no matter how clearly you label them, a multiplicity of buttons is hard to use. We aim to have just one button which will do everything for you. It's already technically possible - but at a price that would be impossible to market.'

While we're still waiting for Schricker's

more severe job losses, both for consumer goods manufacturers and for their suppliers'. His solution is to go on producing a complete product range, but at a competitive level of wages and costs. 'We get plenty of free advice on how to solve our problems - manufacturers should anticipate change faster, be more creative, supply better quality at lower costs - but in fact it's our costs that govern our competitiveness. We can't keep them under control just by rationalisation. They and overheads must be kept tight all the time. That's the only way jobs can be defended and technology developed.'

Salleck singles out reducing product energy consumption as the most important technical challenge facing manufacturers. Though the energy used up by the average washing machine has already been cut by 33 per cent and that taken by

At Cologne there were plenty of signs that manufacturers were taking the issue seriously - and not just West German manufacturers either. While Siemens had a touch-sensitive controlled programmable washing machine capable of lower temperature washes, AEG had a freezer that doubles as a water heater rather than waste all the heat it extracts in cooling.

Energy isn't everything of course, aesthetics count too, especially given contractions in market demand. Siemens products, halfway between the uncompromising starkness of Bosch and the fussy elaboration of AEG, look unassertive; but they have a strongly technological image - it's what consumers want, says Schricker. He continues: 'People say functionalism is timeless, but it's not. The original principles of the Modern Movement are out of date - they didn't give people what they



MARCH, 1981  
APPLIANCE

p. 53

## Sticking to Basics in Housewares

While there were some new introductions at the show, most companies are sticking with the proven movers

By David E. Simpson/Assistant Editor

The National Housewares Exposition, held semi-annually in Chicago at McCormick Place, is the ideal spot to test the pulse of the electric housewares industry. This year, the pulse appears to be strong and steady. Appliance producers at the January 1981 show are reporting that the future for their electric housewares is bright, despite the overall slow economic recovery expected in 1981. Their optimism is largely based on the expectation that the proven, successful electric housewares of 1980 will be the successful electric housewares of 1981.

While there were new product introductions at the show, most tended to be aimed at extending and improving existing product lines. Sunbeam

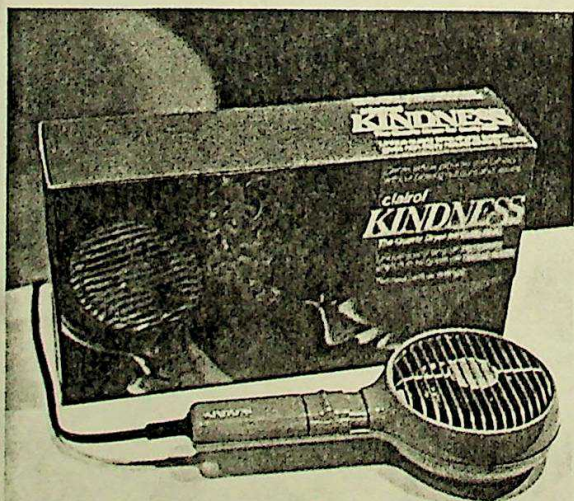
Appliance Company, for instance, introduced a step-down model food processor and three new, lightweight irons. "We feel the consumer will continue to buy the basic electric housewares such as irons, blenders, mixers, and can openers," says Stephen Smith, president, "and we intend to continue to supply this kind of basic product."

Smith believes that the electric housewares market will continue to expand in the next year and beyond. Part of the expansion will be due to the replacement market, with the increase in population and the formation of new households playing a role. Part will result from an overall upgrading of consumer expectations of what should be in their kitchens.

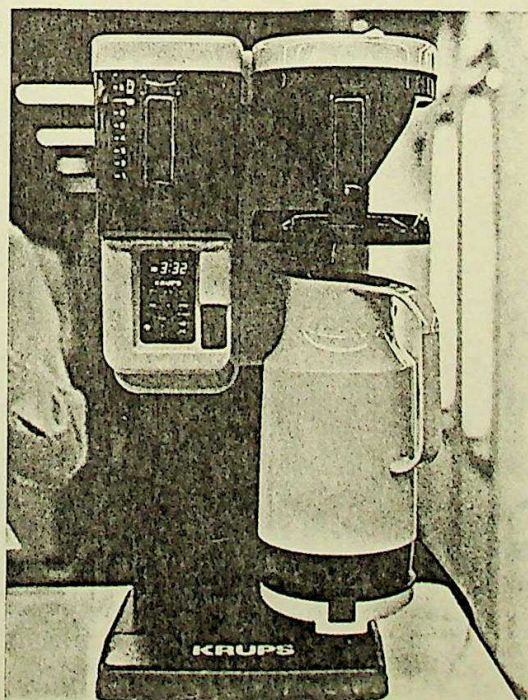
"Fifteen years ago the number of items considered to be basic to the kitchen was very limited; much less than today," says Smith. "We believe that some of today's newer products will eventually become basic to the kitchen of tomorrow because of their convenience and time saving values."

Even while sticking with existing product concepts, though, a company can not only maintain its market position, but can improve it, according to General Electric. Thomas J. Albani, housewares operations general manager, reports that "consumers place even more assurance on brand names when the economy is tight," and that coincidentally his company is gaining a substantial share of the market. "As a result of share growth

*Clairol Kindness is a quartz hair dryer for curly hair. It provides 1200 W of heat without the rapidly blowing air of a conventional hair dryer. It is tentatively scheduled to be marketed in July. APPLIANCE Photo.*



*The Krups 8-cup wall mounted coffee maker brews coffee directly into the unit's insulated carafe or into a coffee cup or other container because the warming platform can be raised or lowered to accommodate different sized receptacles. It features a 24-hour digital clock, two brewing speeds, and a programming console for setting brewing time up to 24 hours in advance. APPLIANCE Photo.*





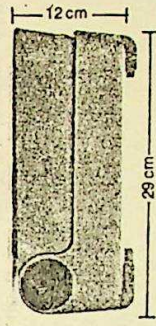
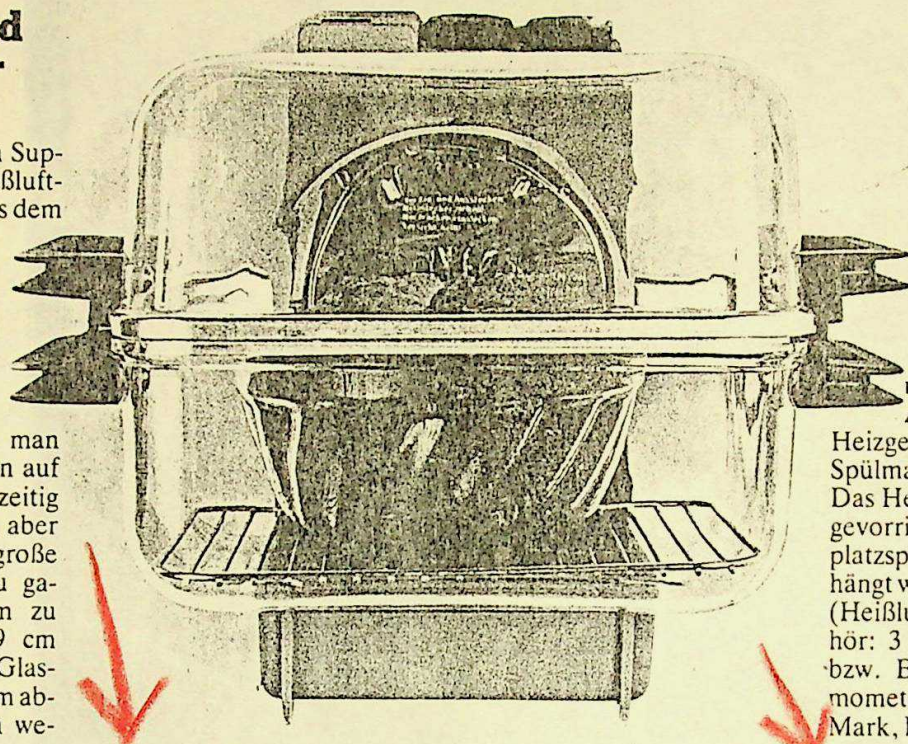
37/309  
D15/113  
MARCH, 1981

# SICH ALLEN MACHEN

Kontak- grill und Waffeleis- zum Beispiel. SCHÖNE WOHNEN stellt auf d- ser und den nächsten Seiten eine Auswa- nützlicher Küchenhelfer vor, die auch der kleinsten Küche unterzubringen si-

## raten und en: Mini- aus Glas

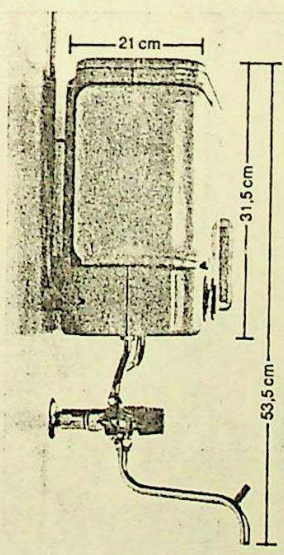
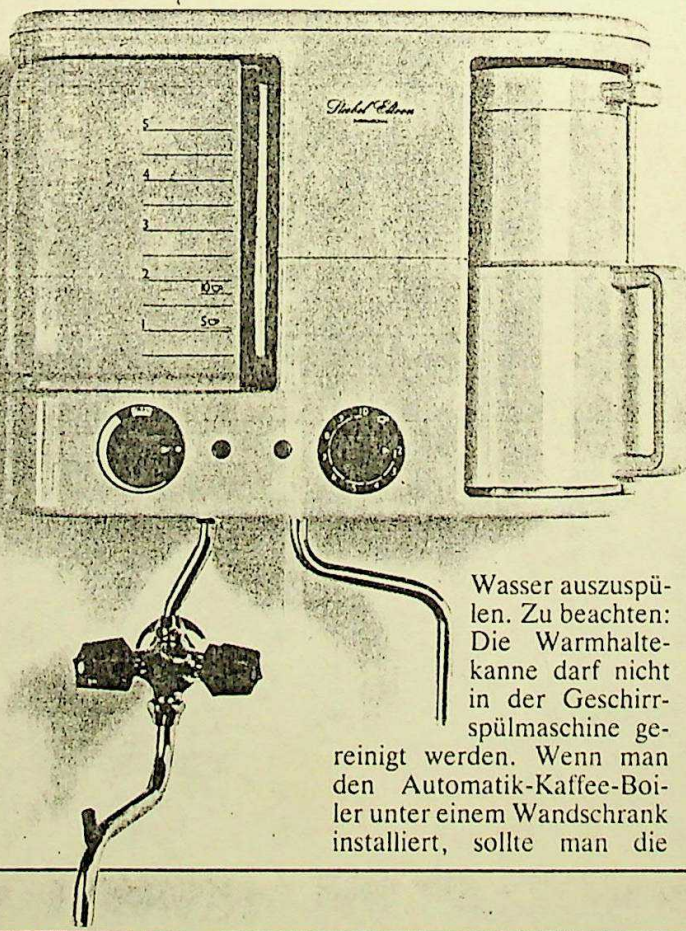
größer als ein Sup- st dieser Heißluft-. Er besteht aus dem (mit Geblä- schalter und urregler) und sschalen (mit n Öffnungen bläse). wie im gro- luftherd kann man esem Backofen auf Ebenen gleichzeitig d backen. Um aber f Kuchen oder große ereinander zu ga- der Innenraum zu cm hoch, 29 cm m tief). Die Glas- nn man bequem ab- enn nach oben we-



nigstens 30 cm Luft ist Alle Teile, außer den Heizgerät, kann man in de Spülmaschine abwaschen Das Heizteil hat eine Aufhän- gevorrichtung, so daß e platzsparend an die Wand ge hängt werden kann. (Heißluft System 4501, Zube- hör: 3 Grillroste, 1 Auflau- bzw. Backform, Bratenthe- mometer, Preis: ca. 400 Mark, Hersteller: Grossag)

## l-Nutzen: iler ißes Wasser ffee

eißwassergerät ist er als andere, es lei- doppelte Dienste- in ihm nicht nur rhitzen, sondern e kochen, spart al- ätzliche Kaffeema- damit auch Platz. r heizt bis zu fünf ser auf jede ge- Temperatur und n automatisch ab. ffeeteil kann man Tassen Kaffee fil- benötigte heiße ommt direkt aus lauferhitzer. Ein meldet, wenn der tig ist. In der kanne bleibt er et- unde heiß. Wenn Kaffee gekocht ieht es sich, die her mit heißem



Wasser auszuspü- len. Zu beachten: Die Warmhalte- kanne darf nicht in der Geschir- spülmaschine ge- reinigt werden. Wenn man den Automatik-Kaffee-Boi- ler unter einem Wandschrank installiert, sollte man die

Schrankunterseite mit einer temperatur- und feuchtig- keitsbeständigen Platte schüt- zen, damit eventuell ausströ- mender heißer Dampf keinen Schaden anrichten kann. (Automatik-Kaffee-Boiler KBK, Preis: ungefähr 370 Mark, Hersteller: Stiebel Eltron, Holzminden)



Das gr  
Proble  
mit? I  
ganze  
auf de  
spruch  
Wand

## Für Kuc Ofen

Nicht vie  
pentopf  
Backofe  
Heizgerä  
se, Zei  
Tempera  
zwei Gl  
halbrunc  
für das G

Ebens  
Ben Hei  
auch in  
mehreren  
braten u  
hohe Nap  
Braten i  
ren, ist  
klein (2  
breit, 25  
hauben k  
heben, w

## Dopp Ein B für h und D

Dieses F  
nicht klein  
stet aber  
Man kan  
Wasser  
auch Kaffe  
so eine zu  
schine un  
Der Boile  
Liter Wa  
wünschte  
schaltet d  
In dem K  
bis zu zeh  
tern. Da  
Wasser k  
dem Dur  
Summton  
Kaffee f  
Warmhalt  
wa eine S  
nur weni  
wird, emp  
Kanne vo



D15/113  
D7/309

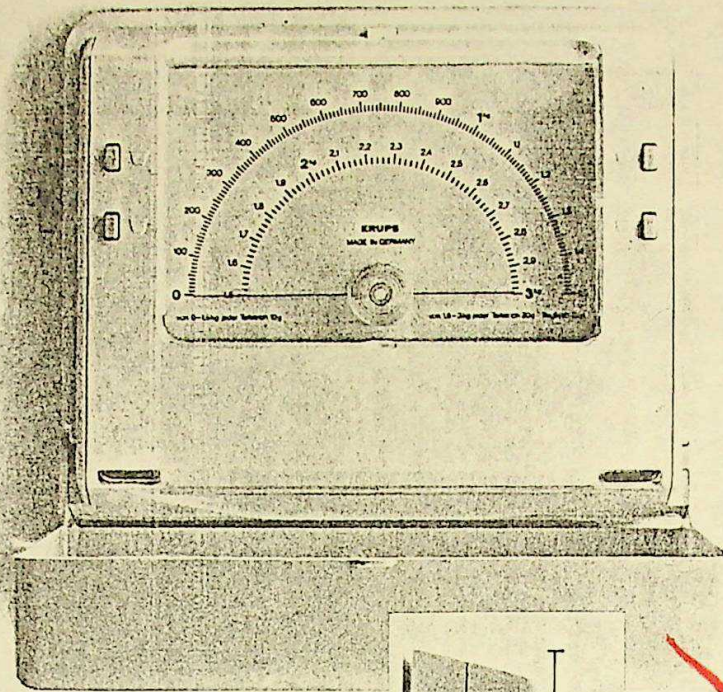
MARCH, 1981

## Nach Gebrauch wegklappen

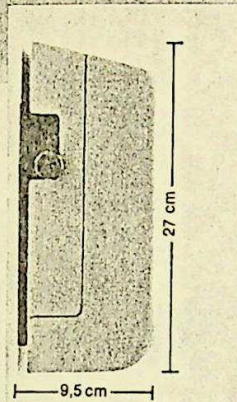
Sie hängt an der Wand, steht nicht im Weg und ist im Handumdrehen dienstbereit: Wenn man sie braucht, klappt man einfach die Waagschale runter. Zurückgeklappt macht sich diese Waage ganz schmal und ist dann nur noch 9,5 cm tief.

Dieses Gerät ist nicht nur platzsparend, sondern auch besonders praktisch: Mit einem Griff kann man die Waagschale abnehmen und stattdessen die mitgelieferte Rührschüssel einhängen. Wenn man Kuchen backt, muß man also nicht Mehl, Zucker und Fett einzeln abwiegen und dann in die Arbeitsschüssel umfüllen, sondern kann alle Zutaten direkt in der Rührschüssel wiegen. Rechnen muß man nicht, wenn man den Zeiger immer wieder auf Null zurückdreht, bevor man die nächste Zutat zugeibt. Bis zu 3 Kilogramm zeigt die Waage an.

Im Bereich von 0 bis 1,5 Kilogramm ist die Skala in 10-gramm-Abschnitte eingeteilt.

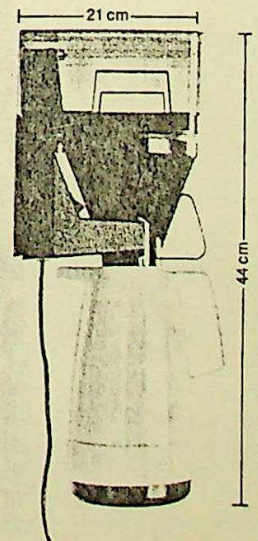
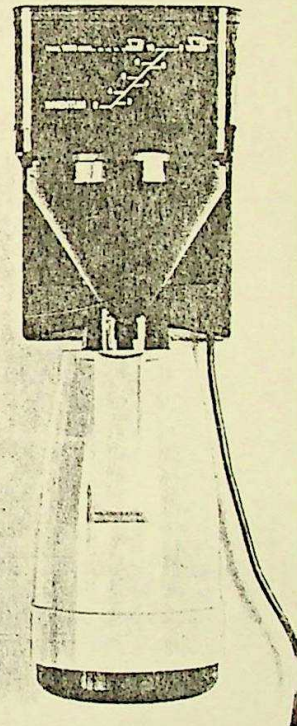


Von 1,5 bis 3 Kilogramm zeigt die Waage das Gewicht bis auf 20 Gramm genau an. Die Waage gibt es in drei Farben: Gelb, Weiß und Braun. (Krups Variogram Plus, Preis: etwa 47 Mark, Record Plus, ohne Rührschüssel, ca. 34 Mark, Hersteller: Krups, Solingen).



## Praktisch: Kaffeemaschine an der Wand

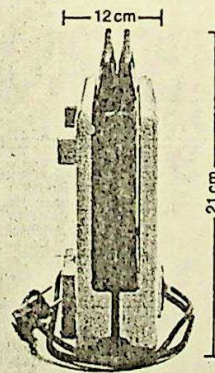
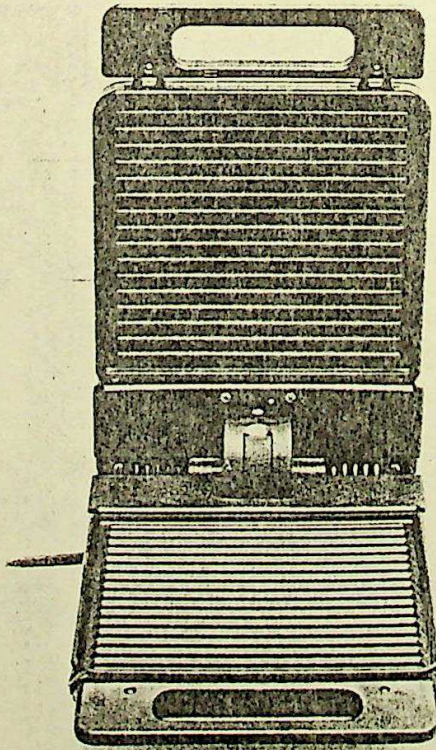
Dieser Kaffeeautomat hängt an der Wand oder an einer Schrankseite. Zwischen Arbeitsplatte und Oberschrank zum Beispiel benötigt er mindestens 50 Zentimeter Platz: 44 cm ist das Gerät hoch. Der Abstand zum Schrank sollte 5 cm, zur Arbeitsfläche 1 cm betragen. Den Wasserbehälter kann man zum Füllen abnehmen. In die Isolierkanne passen 10 Tassen. (Wand-Kaffeeautomat HK51, Preis: ca. 130 Mark, Hersteller: Inventum, Wiesbaden)



## Ein Gerät zum Grillen und Waffeln backen

Zusammengeklappt ist der Kontaktgrill flach wie ein Band vom Großen Brockhaus und läßt sich bestimmt noch in irgendeiner Ecke im Küchenschrank unterbringen. Das Gerät ist etwas für Liebhaber herzhafter Steaks und für Feckermäuler, die gern frische, knusprige Waffeln essen. Zwischen den gerippten Platten kann man Fisch und Fleisch grillen und Toasts überbacken. Miteinem Handgriff läßt sich das Gerät umfunktionieren: Wenn man die Grillplatten herauszieht und umgedreht wieder einschiebt, erhält man ein Waffeleisen mit einer Einteilung für vier eckige Waffeln.

Kontaktgrill und Waffelautomat KGW 1. Preis: etwa 30 Mark. Hersteller: Bosch)

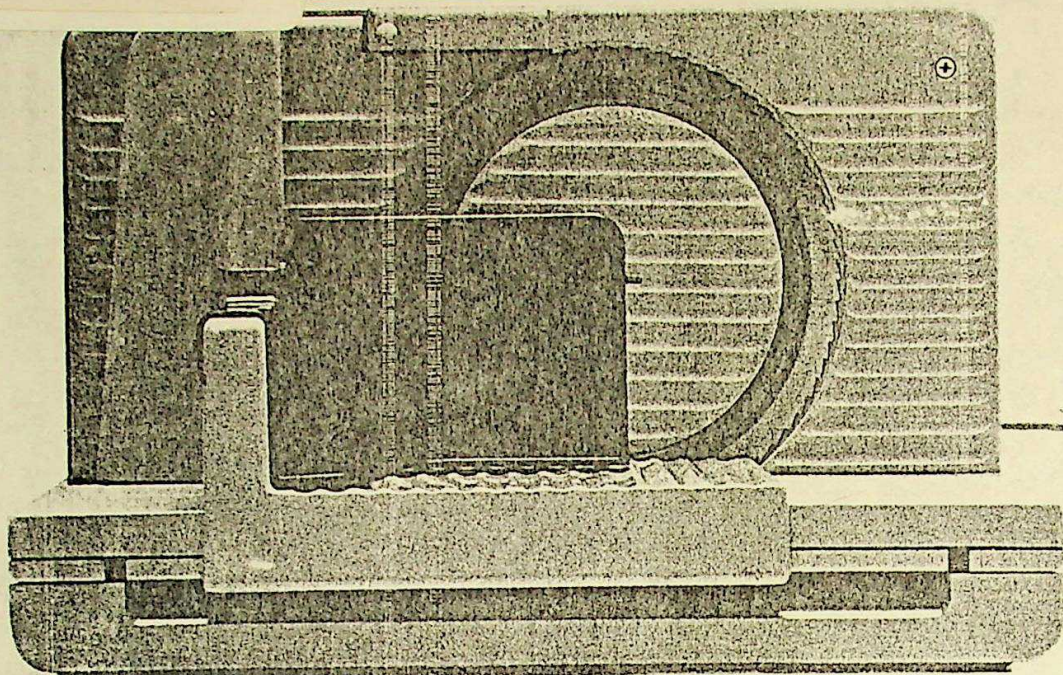


SCHÖNER  
WOHNEN

MARCH,  
1981

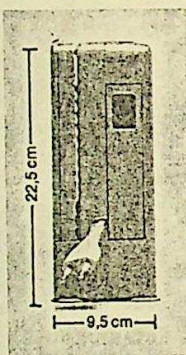
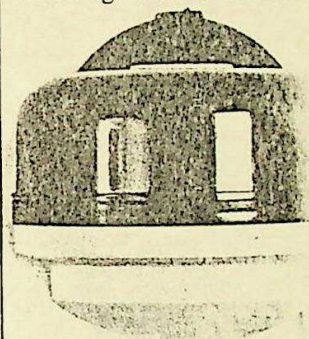
P. 118  
SW





## Ungewöhnlich: Hängt an der Wand und kocht Eier

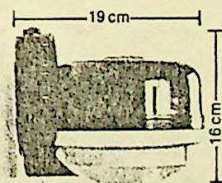
Eierkocher sind zwar nur kleine Küchengeräte, aber auch kleine Küchengeräte benötigen Standfläche auf der Arbeitsplatte. Diesen Eierkocher muß man nicht unbedingt auf den Küchentisch stellen, man kann ihn auch an die Wand hängen. Dann schwenkt man den Stand nach hinten weg, so daß er aus der Wandhalter wird. Wegen der heißen Dämpfe soll das Gerät nicht allzu nahe an der Hängeschränke montiert werden.



## Ein Alles- schneider macht sich dünne

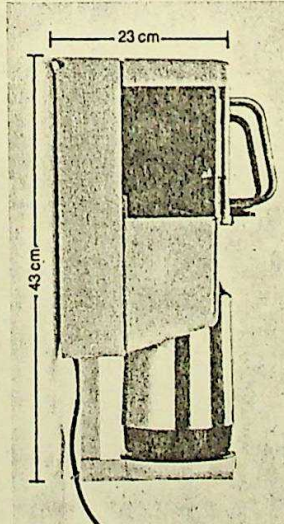
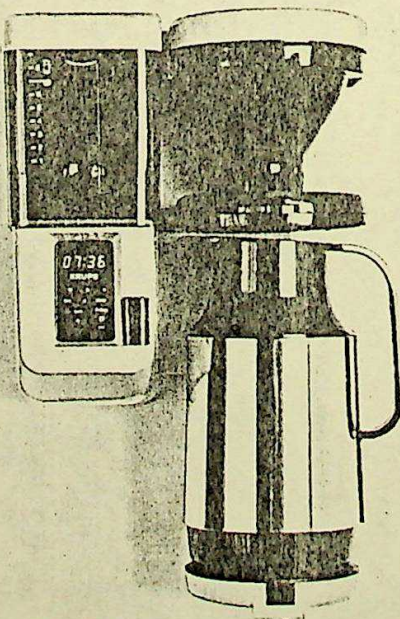
Ein normaler Elektro-Allesschneider braucht etwa eine Fläche von 35 mal 22 Zentimeter, wenn er betriebsbereit auf der Arbeitsfläche stehen soll. Wer dagegen eine kleine Küche hat, sollte ein Gerät wählen, das man zusammenklappen kann, wenn man es nicht benötigt. Der abgebildete Allesschneider ist von der Stiftung Warentest als

einziges zusammenklappbares Gerät mit der Note »gut« bewertet worden (Testheft 10/1980). Ein Sicherheits-schalter verhindert, daß Kinder das Gerät einschalten und das scharfe Messer in Bewegung setzen können. Praktisch ist ein Fach, in dem das Kabel untergebracht werden kann, wenn man es nicht in voller Länge benötigt. (Allesschneider KSE 3, der Preis des Geräts beträgt etwa 130 Mark, Hersteller: Stiebel Eltron, Holzminden)



## Kaffee-Automat für jede Kannengröße

Auch diese Kaffeemaschine hängt an der Wand. Die Platte für die Kanne ist in der Höhe zu verstellen. Man muß also seinen Kaffee nicht in der mitgelieferten Isolierkanne brühen, sondern kann jede andere Kanne unter den Filter stellen. In den abnehmbaren Wasserbehälter paßt Wasser für 8 Tassen. Die Luxusausgabe der Kaffeemaschine hat eine elektrische Digitaluhr, die nicht nur die Tageszeit anzeigt, sondern auch die Einschaltzeit bis zu 24 Stunden im voraus speichert. (Cafétheke: etwa 125 Mark, Cafétheke Luxe: etwa 180 Mark. Hersteller: Krups)



SCHÖNER  
WOHNEN  
MARCH, 1981

P. 120 SW

werden. In dem Eierkocher kann man bis zu sieben Eier kochen. Ob sie butterweich oder hart werden, hängt von der Wassermenge ab, die man in die Schale gießt. Summton meldet, wenn die Eier fertig gekocht sind und das Gerät ausgeschaltet werden muß. Praktisch ist die belaufentwicklung. Sie sorgt dafür, daß die nicht benötigte elektrische Zuleitung unter dem Gerät verschwindet. (Stand- und Wand-Eierkocher, Typ 295. Der Preis: etwa 50 Mark, Hersteller: Werner Schott Elektrogerätekunst, Langenhagen)

Fotos: Winfried Nörenberg  
Text: Karin Gondolatsch



The British appliance industry suffers from an unexpected cultural handicap: market hang-ups about wealth, possessions and comfort. Historically, the dominant values which have sustained the British middle classes have been the Victorian ones of self-denial, thrift, and self-sufficiency. Although these are no longer seen as virtues, they still appear as a faint moral hurdle separating shoppers from the unashamed luxuries they see in the stores. British consumers feel they have to justify their self-indulgence by making hard work of the search for things they're sure they really shouldn't have. They try to find 'good value', or a 'best buy'.

The UK market for consumer durables is therefore conservative; it doesn't change with the seasons. Trends in interior design may take a long time to settle in UK homes, but trends in appliances take even longer. With big items, only moving house or sheer necessity persuades householders to buy new. For many people, the fact that they're still using some ancient bit of hardware they were given decades ago is a matter of pride. People say of their electric kettles, 'it's done very well, I've only put two new elements in it'. And their affection for them actually makes allowance for inconvenience of use ('of course, it doesn't switch itself off'), and justifies (sanctifies?) the work they put into them.

But the problem isn't just market attitudes, it's industry attitudes, too. Distrust of the new and a fear of going too far permeate the business. It tends to follow

# UK APPLIANCES: SAY GOODBYE TO MEDIOCRITY

*The trouble with British kitchen gadget design is that it's too self-effacing, says Julius Thalmann*

the market, responding to overseas competition only when it becomes necessary, and then somewhat lugubriously. It takes nerve to be first with anything, and large amounts to do it so well that it will succeed. So there's a lot of conformity. Manufacturers tend to see new ideas from abroad as complicated, and wait for them to fall apart. Unfortunately the French and Germans and Japanese seldom oblige.

Take ease of cleaning. It's a feature that's generally overrated (clean people keep things clean, others don't - however easy it's made for them). But on cookers it's a genuinely important feature. Picture the scene: a British designer tells his client, a cooker manufacturer, how nice it'd be to push knobs in when not in use, and have them to hand when needed with another push. The manufacturer replies: 'It's complicated, it might not work so there would be service problems, and in any case it adds a lot of cost. Everybody's happy with what there is. Nice idea, but not just yet.' End of conversation. And yet the Germans have been producing cook-

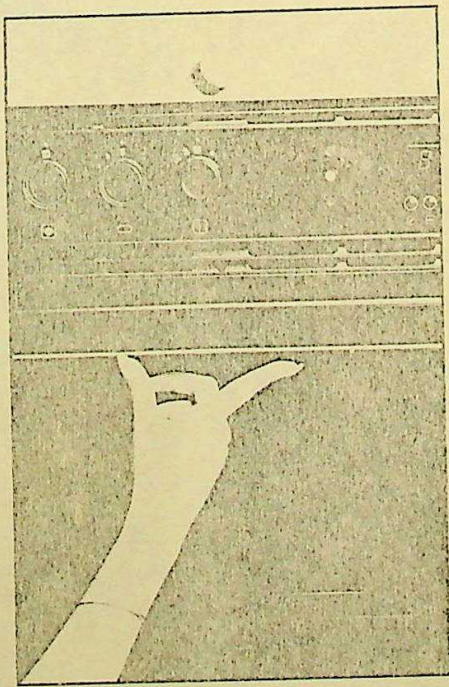
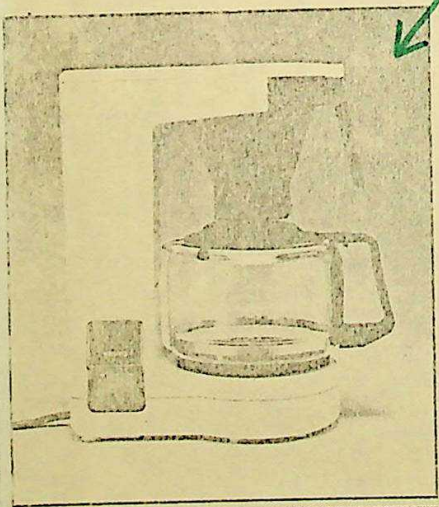
ers like this for years, and selling them in Britain too.

One way to cope with these handicaps would be to reverse all the personal judgements the decision makers in business are so fond of making. But, unfortunately, you have to believe in what you do. The Americans do, that's why they promote the quite amazingly frivolous so very seriously - and why they do it so well. Again on the Continent and in Japan: they go for what they believe to be the best solution and then pursue it wholeheartedly. The British don't. Their famous proclivity for compromise is, in the domestic appliance industry, a compromise between amusing excess and functional sophistication - in other words, it's a euphemism for falling between stools.

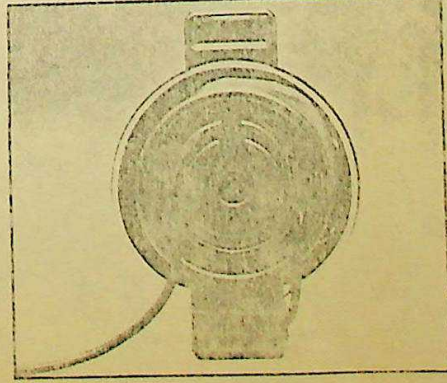
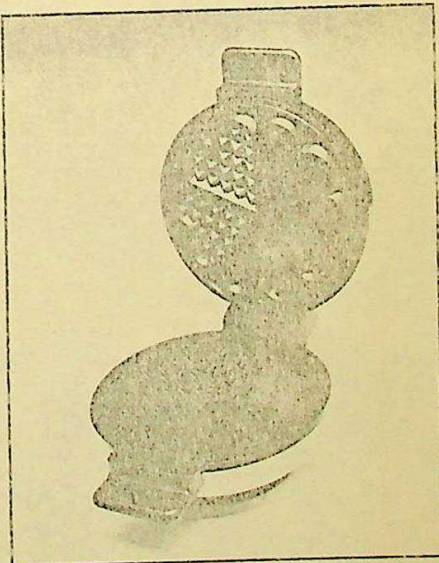
However good British firms become in design and economical production, however much they spend on research and development, in the face of overseas challenge they must, in order to survive, stop following and start leading their customers. Britain's age-old remedy has been to fly the flag and plaster the hoardings with 'buy British' slogans. That's no way to tackle foreign competition. The way to win is to manipulate the market to the full.

Overseas manufacturers have already begun to change consumers' attitudes. There's still time for us to beat them at their game. Can we do it? ○

Julius Thalmann was until recently part of the Russell-Hobbs design team.



*Britain's breakfast table is no place for false modesty when it comes to persuading consumers to buy your products, as three West German manufacturers have found. Left: Krups coffee-maker and yoghurt machine, above: retractable knobs on a Neff oven, right: Wigo waffle iron (note how the flex tidies away easily)*





D 7/309

Design 386

February 1981

Page 49

6



D15/113  
D7/309

1-1981  
FORM 93

p.80

-10

-8

-6

-4

-2

Rowenta  
filtermatic S

OVER P.81 →



# Die Komfortklasse Rowenta filtermatic S

Eine Informationsanzeige  
der Rowenta-Werke GmbH  
6050 Offenbach/Main  
Formgebung

~~D15/43~~ D7/309

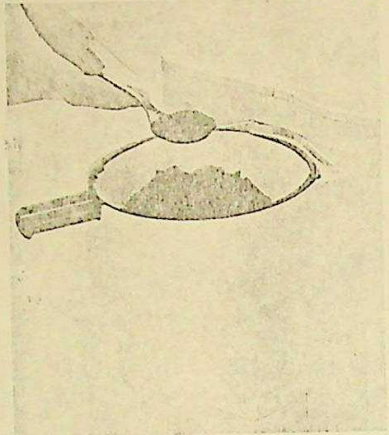
(p. 81)

FORM 93

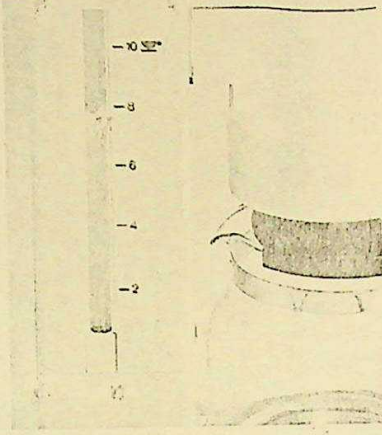
1-1981

Entwicklung eines  
Automaten, der ho-  
chkomfort mit best-  
möglichster Qualität verbindet.  
Geräte-Serie filter-

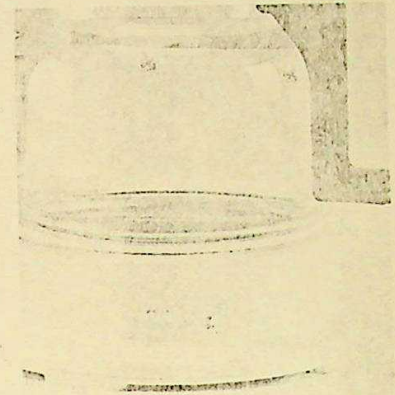
hat eine Kapazität  
Der Filter ist in einem  
Filterbehälter un-  
mittelbar herausziehen  
des Ausschwenken  
des Filter automa-  
tisch Tropfen verhindert  
Füllstandsanzeige  
roter Schwimmkugel  
deutlich den Füllstand  
anzeigt. Durch den  
Sockel ist die Maschine  
stabil. Die Kanne  
Griffsicherheit durch  
Griff und einen zu-  
sätzlichen Schutz. Der  
Ver ist weitgehend un-  
empfindlich gegen Ver-  
kalken, arbeit-  
sicher und ist so konstruiert,  
Brühen keine Rest-  
stoffe zurückbleiben. Eine  
Vorrichtung wirkt, daß beim Ent-  
nehmen der Brüh- bzw.  
Kanne der Brüh- bzw.  
Kanne automatisch un-  
ter. Im Gerätefuß ist  
eine Vorrichtung inte-  
griert, die die ein-  
gewirkte, daß kein Aroma  
vergeht. Die filtermatic S  
a) mit Glaskanne und  
(FK-60), b) mit Glaskanne  
erfilter (FK-61), c) mit  
einer Makrolonkanne  
(FK-62).



Hoher Bedienungskomfort: Zum Ein-  
füllen des Kaffeemehles wird der  
Filterbehälter zur Seite ausge-  
schwenkt.



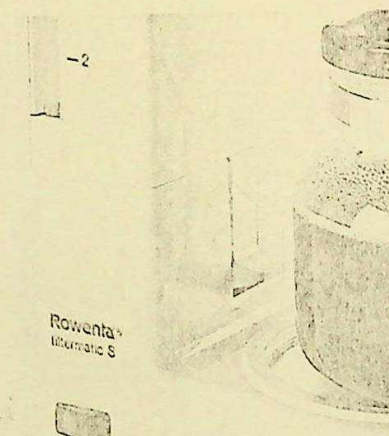
Markante Füllstandsanzeige: Sie  
macht es einfach, die exakte Wasser-  
menge für die gewünschte Tassen-  
zahl einzugießen.



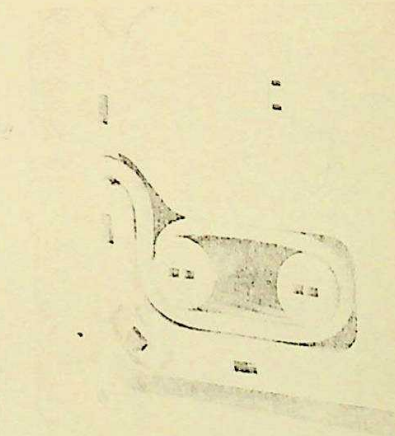
Gute Standsicherheit: Der breite  
Sockel gewährleistet einen sicheren  
Stand – auch bei ausgeschwenktem  
Filterbehälter.



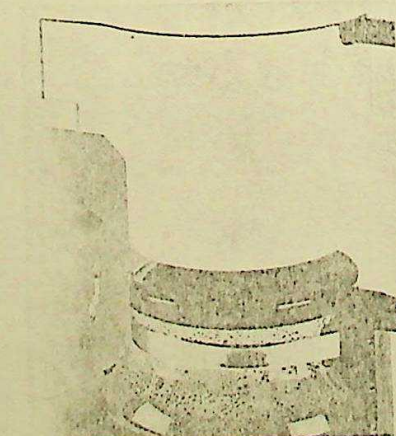
Optimale Griffsicherheit: Der hand-  
liche Griff hat zusätzlichen Berüh-  
rungsschutz.



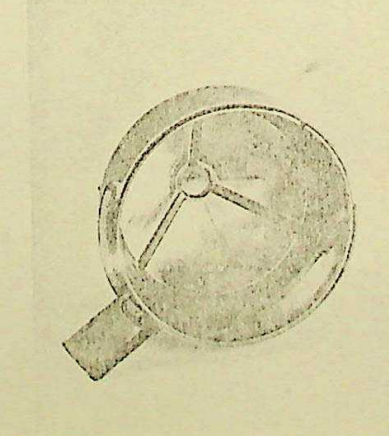
Bedienungssicherheit und Energie-  
einsparung: Durchlauferhitzer und  
Warmhalteplatte werden erst beim  
Einsetzen der Kanne eingeschaltet.



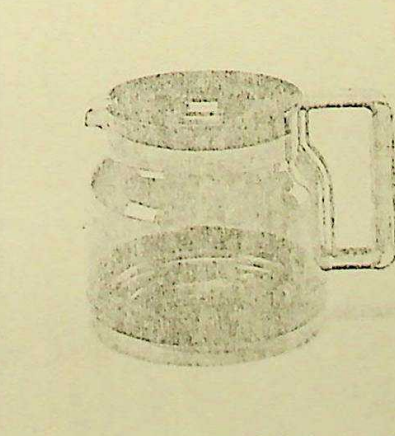
Platzersparnis und Ordnung: Die  
Kabelaufwicklung ermöglicht, nur so-  
viel Kabel abzuwickeln, wie bis zur  
nächsten Steckdose erforderlich ist.



Aromaschutz: Die hohe Präzision  
zwischen Gerätegehäuse, Filter-  
behälter und Kanne sorgt für mög-  
lichst geringen Aromaverlust.



Sparsamer Gebrauch: Bei der filter-  
matic S FK-61 mit dem Gold-Dauer-  
filter wird kein Filterpapier mehr be-  
nötigt, er wird nach Gebrauch einfach  
ausgespült.



Unzerbrechlich durch Makrolon: Die  
filtermatic S FK-62 besitzt eine Kan-  
ne aus hochwertigem Makrolon. Der  
Boden dieser Kanne aus Edelstahl ist  
nahtlos integriert.

LOVER p. 80



D7-309

AU 292 43012

(NL 8003064)  
(DEC 1980)DT 2922022  
DEC 1980GERMANY

# 2922,022

DECEMBER, 1980

WURT ★

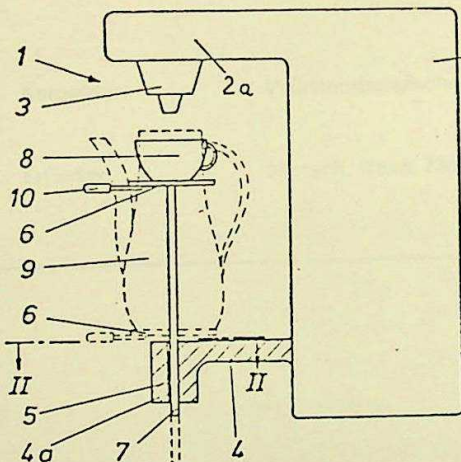
P28

A0793 C/51 ★ DT 2922-022

Coffee machine with adjustable container stand - has support on arm, incorporating hole which accommodates movable bar (NL 2.12.80)

WURTTENBERGISCHE ME 30.05.79-DT-922022  
(11.12.80) A47j-31/04

The coffee machine has a platform on which the coffee container is placed and which is adjustable in height. The platform is designed to move vertically on a support (7) which can be clamped in position on a guide piece (4).



The support (7) is mounted on the guide piece by means of an oval hole (5) in one part and an oval bar (4, 7) which goes through it. The support (7) has a handle (10) which is on the platform (6). The

guide piece (4) consists of an arm which projects horizontally from the machine housing (2). 30.5.79 as 922022 (16pp318)

from 99/279



⑤1

Int. Cl. 3:

A 47 J 31/04

①9

BUNDESREPUBLIK DEUTSCHLAND

DEUTSCHES



PATENTAMT

DE 29 22 022 A 1

①1

# Offenlegungsschrift

29 22 022

②1

Aktenzeichen:

P 29 22 022.2

②2

Anmeldetag:

30. 5. 79

④3

Offenlegungstag:

11. 12. 80

③0

Unionspriorität:

③2 ③3 ③1

⑤4

Bezeichnung:

Kaffeemaschine

⑦1

Anmelder:

Württembergische Metallwarenfabrik, 7340 Geislingen

⑦2

Erfinder:

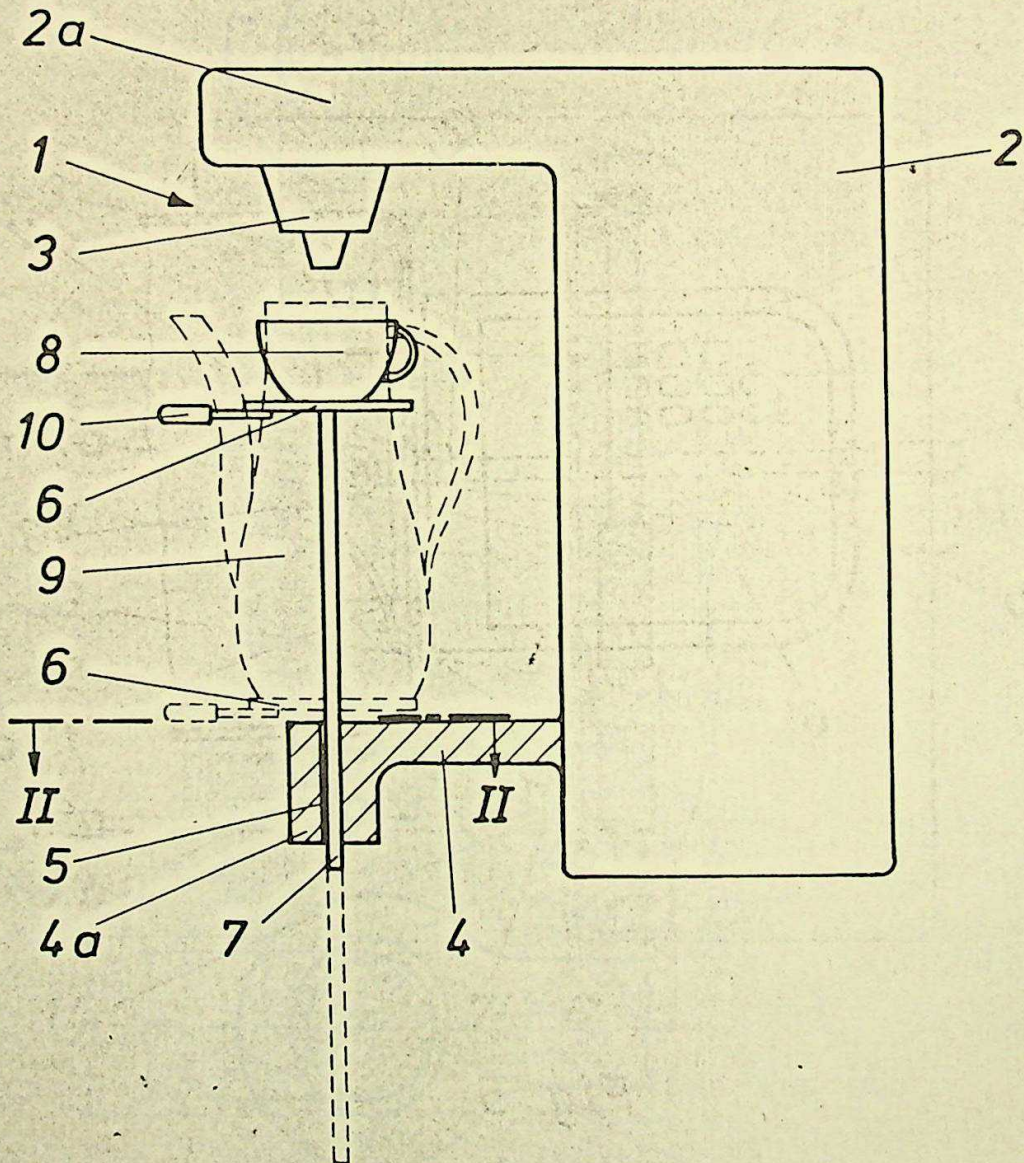
Motsch, Hans, 7340 Geislingen



Nummer: 29 22 022  
Int. Cl. 2: A 47 J 31/04  
Anmeldetag: 30. Mai 1979  
Offenlegungstag: 11. Dezember 1980

2922022

Fig. 1



030050/0160



Fig. 2

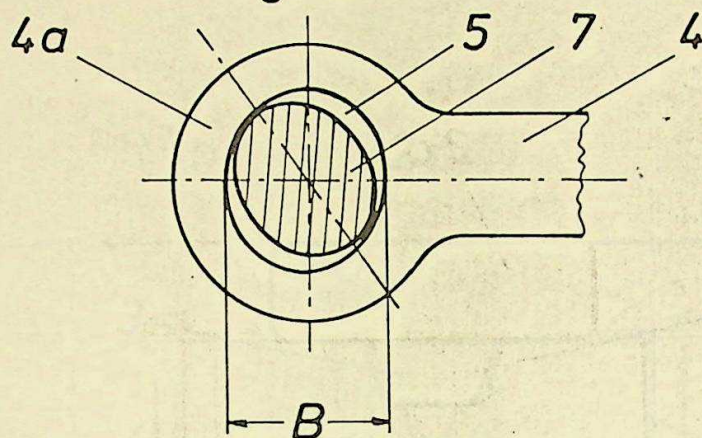
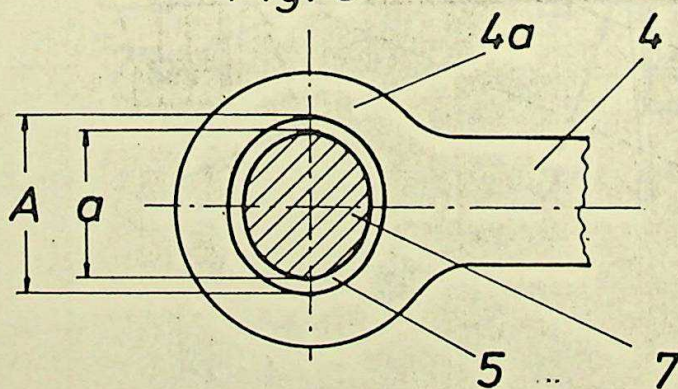


Fig. 3





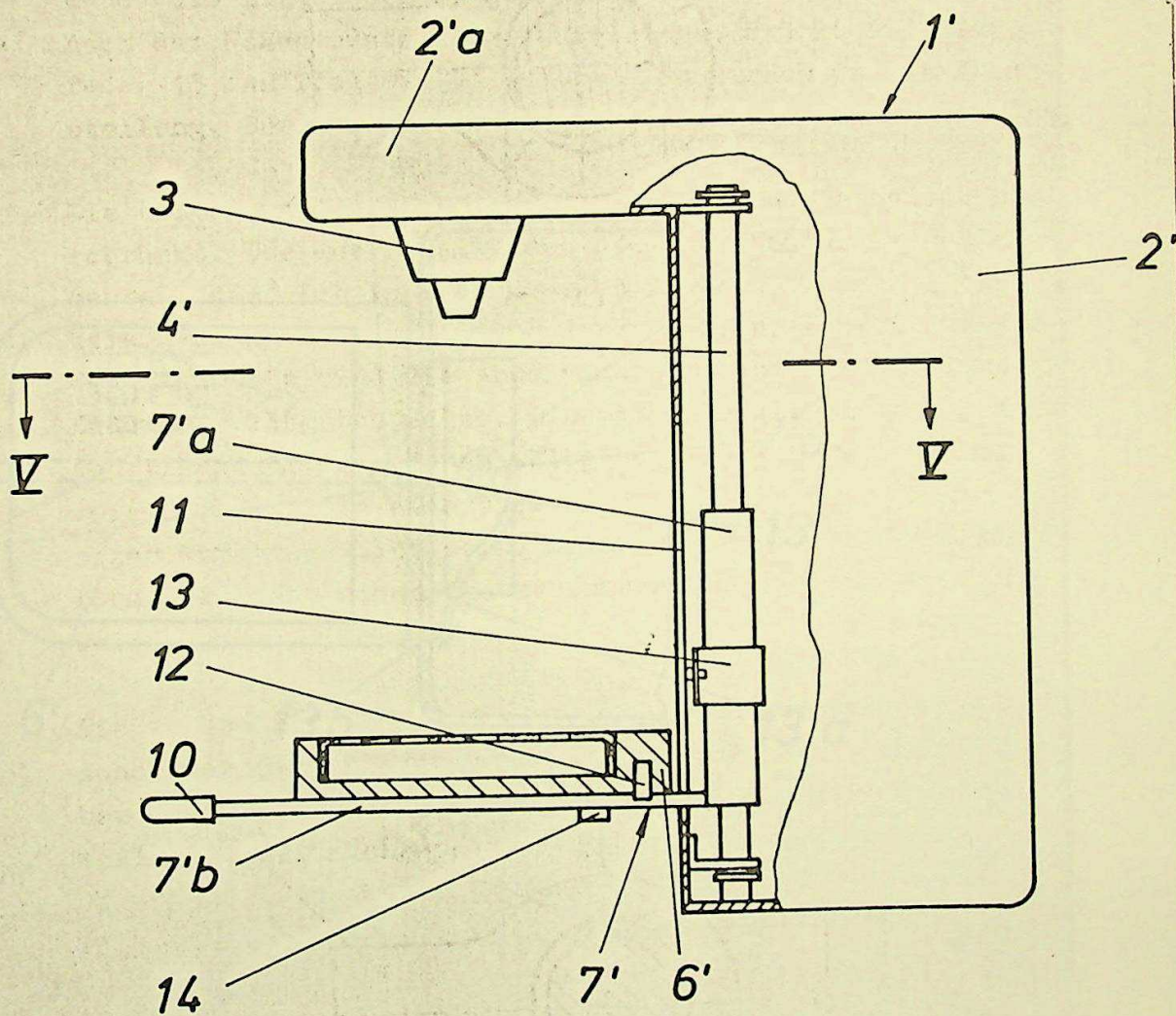


Fig. 4



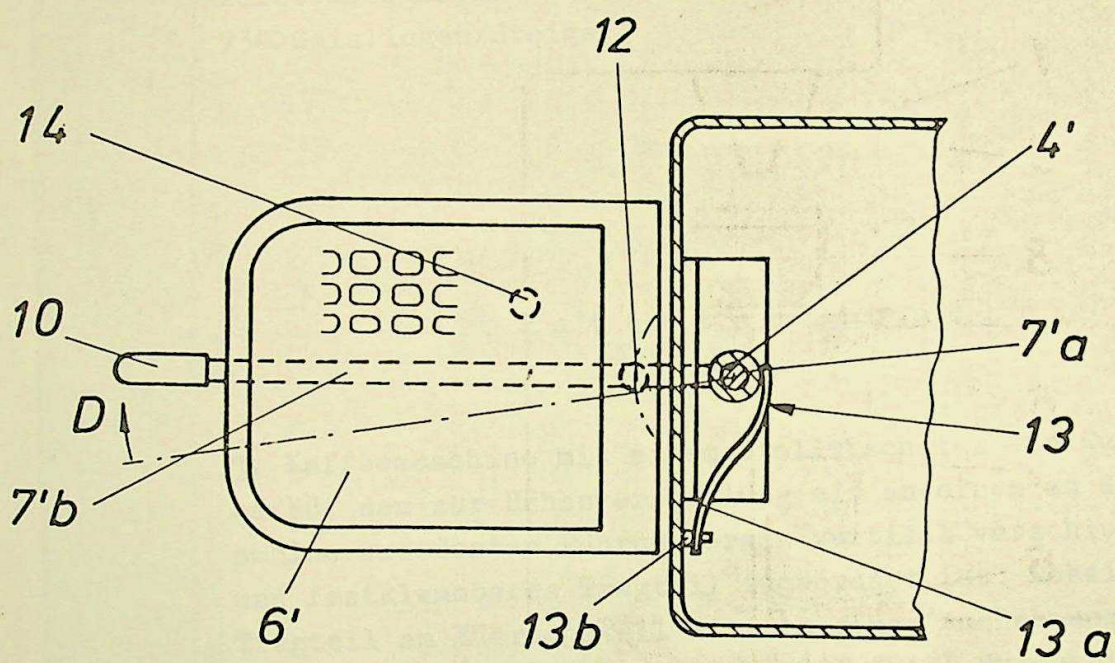


Fig. 5



PATENTANWÄLTE

2922022

A. GRÜNECKER

DPL.-ING.

H. KINKELDEY

DPL.-ING.

W. STOCKMAIR

DPL.-ING. A&E/CALTECH

K. SCHUMANN

DR. PER. NAT. DPL. PHYS.

P. H. JAKOB

DPL.-ING.

G. BEZOLD

DR. PER. NAT. DPL.-CHEM.

PH 13 862

=====

21/Hä

Württembergische Metallwarenfabrik

7340 Geislingen/Steige

8 MÜNCHEN 22

MAXIMILIANSTRASSE 43

## P a t e n t a n s p r ü c h e

- ① Kaffeemaschine mit einem Stelltisch für ein Auffanggefäß, dem zur Höhenverstellung ein an einem an der Maschine ortsfesten Führungsorgan vertikal verschiebliches und festklemmbares Tragteil zugeordnet ist, wobei das Tragteil am Führungsteil mittels einer Ausnehmung des einen und eines die Ausnehmung mit Spiel durchsetzenden stabförmigen Elementes des anderen Teiles gelagert ist, dadurch gekennzeichnet, daß die Ausnehmung (5) und das stabförmige Element (4 bzw. 7) jeweils einen etwa ovalen Querschnitt aufweisen, wobei der größte Durchmesser (a) des stabförmigen Elements (4 bzw. 7) größer ist als der kleinste Durchmesser (B) der Ausnehmung (5) und das Tragteil (7) aus einer Klemmstellung, bei welcher das stabförmige Element (4 bzw. 7) durch Reibung in der ovalen Ausnehmung (5) festgeklemmt ist, in eine Verschiebestellung mit etwa gleichgerichteten größten Durchmessern (a,A) der ovalen Querschnitte verschwenkbar ist.

030050/0160



2. Kaffeemaschine nach Anspruch 1, dadurch gekennzeichnet, daß dem Tragteil (7) eine Handhabe (10) zugeordnet ist.
3. Kaffeemaschine nach Anspruch 1 oder 2, dadurch gekennzeichnet, daß das Führungsteil (4) ein vom Maschinengehäuse (2) horizontal vorstehender Arm mit der ovalen Ausnehmung (5) ist, und das Tragteil (7) als senkrecht den Stelltisch (6) stützendes stabförmiges Element mit etwa ovalem Querschnitt ausgebildet ist.
4. Kaffeemaschine nach Anspruch 3, dadurch gekennzeichnet, daß die Handhabe (10) am Stelltisch (6) angeordnet ist.
5. Kaffeemaschine nach Anspruch 1 oder 2, dadurch gekennzeichnet, daß das Führungsteil (4') als vertikales, im wesentlichen stabförmiges Element ausgebildet ist und das Tragteil (7') eine die ovale Ausnehmung (5) enthaltende Buchse (7'a) aufweist.
6. Kaffeemaschine nach Anspruch 5, dadurch gekennzeichnet, daß das Führungsteil (4') im Gehäuse (2) der Maschine (1) angeordnet ist und das Gehäuse (2') einen vertikalen Schlitz (11) für das Tragteil (7') aufweist.
7. Kaffeemaschine nach wenigstens einem der Ansprüche 1 bis 6, dadurch gekennzeichnet, daß das Tragteil (7') mit einer es in Richtung auf die Klemmstellung belastenden Feder (13) verbunden ist.
8. Kaffeemaschine nach wenigstens einem der Ansprüche 5 bis 7, dadurch gekennzeichnet, daß die Feder (13) an der Buchse (7'a) angeordnet ist und einen



sich lose am Gehäuse (2') abstützenden Arm (13a) aufweist.

9. Kaffeemaschine nach Anspruch 8, dadurch gekennzeichnet, daß das Tragteil (7') und der Stelltisch (6') durch einen eine relative Drehbewegung ermöglichenden Steckbolzen (12) mit vertikaler Achse verbindbar sind.

10. Kaffeemaschine nach Anspruch 9, dadurch gekennzeichnet, daß am Stelltisch (6') ein Begrenzungsanschlag (14) für die Schwenkbewegung des Tragteiles (7') angeordnet ist.



Beschreibung

Kaffeemaschine

Die Erfindung bezieht sich auf eine Kaffeemaschine nach dem Oberbegriff des Anspruchs 1.

Der Stelltisch einer derartigen Kaffeemaschine muß höhenverstellbar sein, wenn wahlweise einzelne Tassen, kleine und große Kannen oder andere Auffanggefäße gefüllt werden sollen. Wird der Stelltisch in einem Abstand vom Kaffeeauslauf fest angeordnet, bei dem das Aufstellen einer Kanne möglich ist, ist beim Füllen einer einzelnen Tasse infolge der Fallhöhe ein Verspritzen unvermeidlich.

Bei bekannten Kaffeemaschinen der im Oberbegriff beschriebenen Art besteht das Tragteil aus einem an der Unterseite des Stelltisches festen Stab, der eine Bohrung im fest angeordneten Führungsteil durchsetzt. Der Stab ist in der Bohrung mittels einer Stellschraube gehalten. Bei jeder Höhenverstellung muß die Stellschraube gelöst, der Stab mit dem Stelltisch höher oder tiefer geschoben und die Stellschraube wieder angezogen werden. Für diese Tätigkeit sind beide Hände erforderlich. Das zu füllende Gefäß muß daher seitlich abgestellt und nach dem Verstellen auf den Stelltisch gebracht werden. Die Bedienung wird damit umständlich und im Verhältnis zum gesamten Füllvorgang zeitaufwendig.

Aufgabe der Erfindung ist es, eine Kaffeemaschine nach dem Oberbegriff mit einfachen Mitteln so auszubilden, daß die Höhenverstellung und Befestigung der Stellfläche rasch und



einfach mit einer Hand ausgeführt werden kann.

Die Aufgabe wird erfindungsgemäß nach dem Kennzeichen des Anspruches 1 gelöst.

Die einander durchsetzenden, etwa ovalen Querschnitte der Ausnehmung und des stabförmigen Elementes lassen sich bei etwa gleichgerichteten größten Achsen bequem relativ zueinander bewegen. Durch eine einfache Drehbewegung wird der stabförmige Teil in eine Stellung bewegt, in welcher zwei seinem größten Durchmesser benachbarte, bogenförmige Randbereiche auf der Innenwand der Ausnehmung auflaufen, und, bei weiterer Drehung, zu einem Klemmsitz gelangen. Die Reibung verhindert eine Relativbewegung zwischen dem stabförmigen Element und der Ausnehmung, der Stelltisch ist in der eingestellten Höhe sicher gehalten. Zur nächsten Verstellung ist durch eine Trennbewegung in entgegengesetztem Sinn die Klemmverbindung leicht lösbar. Die Drehbewegung sowie die Höhenverschiebung läßt sich auf einfache Weise rasch und sicher mit einer Hand ausführen. Die andere Hand bleibt frei. Sie kann das zu füllende Gefäß frei oder bereits leicht auf den Tassentisch aufgesetzt halten. Dieses bedeutet eine Zeitersparnis beim Füllvorgang. Außerdem ist keine Abstellfläche für das zu füllende Gefäß in unmittelbarer Nähe der Kaffeemaschine erforderlich. Ein weiterer Vorteil der erfindungsgemäßen Kaffeemaschine besteht im einfachen Aufbau der Stelltisch-Halterung. Es ist keine Stellschraube erforderlich, die Herstellungs- und Montagekosten mit sich bringt, und die leicht verlorengelassen kann, beispielsweise bei Reinigungsarbeiten. Ferner muß kein Verschleißteil ausgetauscht werden. Sollten im Laufe einer langen Betriebszeit am Rande der Ausnehmung Abnutzungsstellen entstehen, ist allenfalls ein etwas größerer Drehwinkel erforderlich, um



die Klemmwirkung zu erzielen. Der stabförmige Teil wird ohnehin bei jeder Klemmstellung in einem anderen Längenbereich beansprucht.

Vorteilhaft kann dem Tragteil zur einfachen Bedienung eine Handhabe zugeordnet sein.

Bei einer Ausführungsform kann das Führungsteil ein vom Maschinengehäuse horizontal vorstehender Arm mit der ovalen Ausnehmung sein und das Tragteil als senkrecht den Stelltisch stützendes stabförmiges Element mit etwa ovalem Querschnitt ausgebildet sein. Das Tragteil und das Führungsteil sind damit sehr einfache, leicht herzustellende Bauelemente. Bei der Bedienung kann an der Stellfläche selbst oder an einer am Tragteil oder an der Stellfläche angeordneten Handhabe angefaßt werden. Bei einem zu seiner größten Achse spiegelsymmetrischen Querschnitt des Tragteiles kann dieses in beliebiger Drehrichtung in die Klemmstellung bewegt werden.

Bei einer weiteren Ausführungsform kann das Führungsteil als vertikales, im wesentlichen stabförmiges Element ausgebildet sein und das Tragteil eine die ovale Ausnehmung enthaltende Buchse aufweisen. Das horizontal abstehende Tragteil ergibt somit einen günstig langen Arm für die Drehbewegung.

Bei einer vorteilhaften Weiterentwicklung kann das Tragteil mit einer es in Richtung auf die Klemmstellung belastenden Feder verbunden sein. Die Bedienung wird dadurch weiter vereinfacht: nach der Höhenverstellung zwingt die Feder selbsttätig das Tragteil in die Klemmstellung und verstärkt die Klemmwirkung.



In einfacher Weise kann die Feder an der Buchse angeordnet sein und einen sich lose am Gehäuse abstützenden Arm aufweisen.

Bei einer bevorzugten Ausführungsform können das Tragteil und der Stelltisch durch einen eine relative Drehbewegung ermöglichenden Steckbolzen mit vertikaler Achse verbindbar sein. Der Stelltisch macht dann die Schwenkbewegung des Tragteils nur begrenzt mit. Er wird durch Anlegen an die Gehäusewand stillgesetzt. Das leere oder volle Auffanggefäß kann ungefährdet die Verstellbewegung mitmachen. Damit wird es möglich, daß das Gefäß dicht an die Ausgabeöffnung einer Brüheinheit herangeführt wird.

Bei einem derart zum Tragteil verdrehbar gelagerten Stelltisch kann an diesem ein Begrenzungsanschlag für die Schwenkbewegung des Tragteiles angeordnet sein. Der Anschlag gewährleistet, daß beim Lösen der Klemmverbindung die für die Höhenverstellung günstigste Lage der Querschnitte eingenommen wird und die Drehbewegung nicht bis in die Nähe der entgegengesetzten Klemmstellung weitergeführt wird. Außerdem wird verhindert, daß eine vorhandene Feder überbeansprucht wird.

Ausführungsbeispiele der Erfindung werden nachstehend anhand der Zeichnungen beschrieben. Es zeigen:

Fig. 1 eine schematische Seitenansicht einer erfindungsgemäßen Kaffeemaschine in zwei Arbeitsstellungen,

Fig. 2 einen Schnitt entsprechend der Schnittlinie II-II in Fig. 1,



Fig. 3 den Schnittbereich nach Fig. 2 in einer anderen Betriebsstellung,

Fig. 4 eine schematisierte Seitenansicht einer anderen Ausführungsform der Kaffeemaschine und

Fig. 5 einen der Schnittlinie V-V in Fig. 4 entsprechenden Teilschnitt.

In Fig. 1 ist eine als ganzes mit 1 bezeichnete Kaffeemaschine schematisch durch ihr Gehäuse 2 angedeutet. Es weist an einem im oberen Bereich ausladenden Teil 2a eine Brüheinheit 3 auf. Am unteren Teil des Gehäuses 2 steht ein Führungsteil 4 in Form eines horizontalen Armes vor. Dieser verbreitert sich an seinem gehäusefernen Endbereich zu einem Vertikalzylinder, der in Vertikalrichtung auch etwa die doppelte Stärke des übrigen Armes aufweist. In diesem Bereich weist das Führungsteil 4 eine vertikale Ausnehmung 5 mit ovalem Querschnitt auf. Die größte Achse des Querschnitts verläuft senkrecht zur Längsrichtung des Führungsteils 4. Diesen Bereich des Führungsteils 4 zeigen vergrößert die Schnittdarstellungen in Fig. 2 und 3.

Am Führungsteil 4 ist ein Stelltisch mittels seines Tragteiles 7 höhenverstellbar gelagert. Er ist in Fig. 1 in zwei verschiedenen Arbeitsstellungen dargestellt. Das Tragteil 7 ist ein an der Unterseite des Stelltisches 6 senkrecht zu dessen Unterseite befestigtes stabförmiges Element mit einem ovalen Querschnitt. Wie die Fig. 2 und 3 zeigen, ist der größte Durchmesser a des Tragteiles 7 kleiner als der größte Durchmesser A der Ausnehmung 5, aber



größer als der kleinste Durchmesser B. Der Unterschied zwischen den Längsdurchmessern beträgt einige Zehntel Millimeter.

In Fig. 1 ist der Stelltisch 6 mit ausgezogenen Linien in einer der Brüheinheit nahen Stellung gezeichnet. Er trägt eine Tasse 8, die sich in dieser Stellung dicht unter der Brüheinheit befindet und ohne Spritzgefahr gefüllt werden kann. Das Tragteil 7 ist, wie Fig. 2 zeigt, in der Ausnehmung 5 des Führungsteiles 4 dadurch festgeklemmt, daß seine größte Achse eine Winkelstellung zur größten Achse der Ausnehmung 5 einnimmt. Dadurch sind zwei Randbereiche des Tragteiles 7 durch Reibung an zwei Randstellen der Ausnehmung 5 festgehalten. Ist eine in Fig. 1 mit gestrichelten Linien angedeutete Kanne 9 zu füllen, wird der Stelltisch 6 in die in Fig. 1 gestrichelt eingezeichnete Stellung abgesenkt. Das Tragteil 7 wird dazu in die in Fig. 3 gezeigte Stellung gedreht, in welcher seine größte Achse sich etwa mit der größten Achse der Ausnehmung 5 deckt. Der Größenunterschied der beiden Achsen erlaubt die vertikale Verschiebung. In der abgesenkten Stellung wird durch erneutes Drehen des Tragteiles 7 dieses wieder in seine Klemmstellung (Fig. 2) gedreht. Zum einfachen Bedienen ist am Stelltisch 6 eine Handhabe 10 befestigt.

Die Fig. 4 und 5 zeigen eine Kaffeemaschine 1' mit einem Gehäuse 2'. Innerhalb des Gehäuses 2' ist ein Führungsteil 4' in Form eines stabförmigen Elementes mit ovalem Querschnitt vertikal befestigt. Das Tragteil 7' besteht im wesentlichen aus einer das Führungsteil 4' umgebenden Buchse 7'a mit der ovalen Ausnehmung 5, und einem mit



der Buchse verbunden, von ihr horizontal abstehenden Tragarm 7'b. Dieser ist an seinem gehäusefesten Ende mit der Handhabe 10 versehen. Dem Gehäuse nah, aber außerhalb von diesem trägt der Tragarm 7'b einen nach oben gerichteten Steckbolzen 12. Auf diesen ist ein Stelltisch 6' drehbar so aufgesteckt, daß er auf einem wesentlichen Längsteil des Tragarmes 7'b aufliegt. Der Stelltisch 6' weist einen im wesentlichen rechteckigen Umriß auf, wobei sich eine Seitenfläche etwa parallel zur Gehäusewand erstreckt. In der mit einer strichpunktierten Linie in Fig. 5 angedeuteten Klemmstellung des Tragarmes 7'b liegt der Stelltisch 6 mit dieser Seitenfläche lose an der Gehäusewand an. Eine Blattfeder 13 ist mit einem Ende an der Buchse 7'a befestigt und streckt einen Arm 13a gegen die Innenseite der Gehäusewand. Der Arm trägt einen Gleitstift 13b, mit dem sich die Feder in der Klemmstellung an der Gehäusewand abstützt. An der Unterseite des Stelltisches 6' ist außerdem ein Begrenzungsanschlag 14 in Form eines nach unten abstehenden Nockens angeordnet.

Bei der geschilderten Kaffeemaschine nach den Figuren 4 und 5 wirken die Querschnitte der Ausnehmung 5 in der Buchse 7'a und des Führungsteiles 4' zur Höhenverschiebung und zum Festklemmen in der anhand der Fig. 2 und 3 dargestellten Weise zusammen. In der Klemmstellung nimmt der Tragarm 7b' die durch die strichpunktierte Linie angedeutete Winkelstellung zur Gehäusewand ein. Zum Lösen der Klemmstellung wird mittels der Handhabe 10 der Tragarm 7'b und mit ihm die Buchse 7'a in Richtung des Pfeiles D in Fig. 5 verschwenkt. Der Steckbolzen 12 bewegt sich dabei auf der in Fig. 5 strichpunktiert angedeuteten Kreisbogenbahn, wodurch sich zwischen der Gehäusewand und der zu ihr parallelen Seite des Stelltisches 6' ein kleiner Abstand ergibt. Die Schwenkbewegung des Tragarmes 7'b wird spätestens durch den Begrenzungsanschlag 14 am Stelltisch gestoppt. In dieser Stellung befinden sich die Achsen der ovalen Querschnitte etwa in der



in Fig. 3 gezeigten Stellung zueinander, d.h. der Klemmsitz ist aufgehoben und das Tragteil 7' und mit ihm der Stelltisch 6' können vertikal in die gewünschte Höhenstellung verschoben werden. Durch die Schwenkbewegung wurde die Blattfeder 13 gespannt. Wird der Handgriff 10 nach der Höhenverstellung losgelassen, drückt die Blattfeder 13 das Tragteil 7' selbsttätig zurück in die Klemmstellung. Der Stelltisch ist in seiner neuen Lage fixiert.

Die Erfindung ist nicht auf die Ausführungsbeispiele beschränkt. Der Querschnitt des jeweils stabförmigen Elementes, das sich in einer ovalen Ausnehmung dreht, braucht kein Oval im strengen Sinne darzustellen. Wesentlich für den Klemmsitz sind die abgerundeten Bereiche an beiden Enden der längsten Achse. Die mittleren Bereiche der beiden "Längsseiten" können weitgehend beliebige Form aufweisen, beispielsweise streckenweise gerade verlaufen oder sogar konkav gewölbt sein. Beispielsweise kann das stabförmige Element einen "katzenzungen"-ähnlichen Umriß aufweisen.

Die in den Fig. 2 und 3 gezeigte Anordnung, wobei die längste Achse der ovalen Ausnehmung etwa parallel zur Gehäusewand bzw. senkrecht zu einem aus dieser herausragenden Organ verläuft, ist nicht notwendig.



## Die KRUPS-Idee

Aus der Kenntnis des Marktes und der Verbraucherwünsche sowie aus den jahrelangen Erfahrungen in der Kaffeeautomatenherstellung hat Krups eine interessante Alternative zum bekannten Kaffeeautomaten entwickelt: die »Cafethek«, die Kaffeeküche an der Wand.

Mit diesem Konzept konnte eine Reihe von bisher nicht gelösten Problemen bei der Kaffeeverbereitung bewältigt werden:

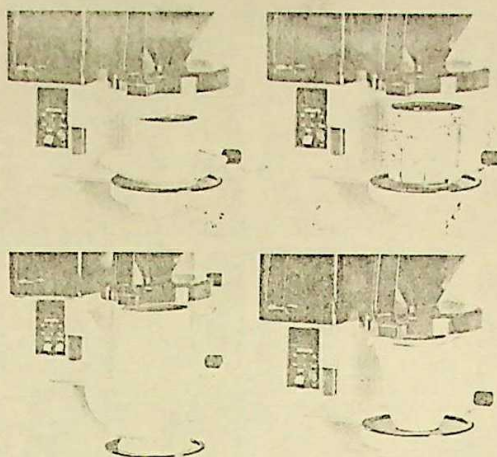
- Platz auf der Arbeitsfläche;
  - vielseitige Benutzung für unterschiedliche Kannen;
  - praktische und einfache Kaffe Zubereitung.
- Selbstverständlich bietet die Cafethek auch anderen bekannten Vorzüge eines Kaffeeautomaten.

## Das Platzproblem

Gerät in der Küche, Kanne auf den Tisch«, so lautet die Grundüberlegung dieses Konzepts. Wenn ein Verbraucher benutzt einen Kaffeeautomaten an der Kaffeetafel. Fast immer wird der Kaffee in der Küche zubereitet. Dem steht entgegen, daß das Platzangebot heutiger Küchen sehr eingeschränkt ist. Krups bietet hier eine Lösung, eine zweite, nämlich die vertikale Arbeitsfläche zu benutzen, wie dies bereits bei anderen Geräten erfolgreich praktiziert wird (Kaffeemaschine, Wandkaffeemühle, Fixbord). Die horizontale Arbeits- und Wischfläche bleibt frei für die Küchenarbeit.

Selbst im Bereich zwischen Arbeitsplatte und Unterschränke ist die Anbringung möglich. Dort, wo sonst kein Kaffeeautomat benutzt werden kann, weil sich unter dem Oberschrank kein Wasser füllen läßt.

Die Isolierkanne für die Warmhaltung anstelle der Warmhalteplatte ist die natürliche Konsequenz des obigen Grundgedankens.



## Die Vielseitigkeit

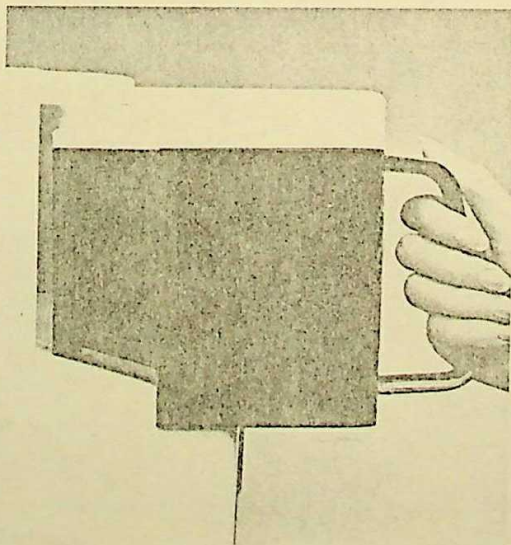
Nicht selten wird am Kaffeetisch die Kanne des eigenen Services benutzt. Im Normalfall wird dann der im Automaten bereitete Kaffee in die Porzellankanne umgeschüttet.

Die Krups Cafethek macht dies überflüssig. Die gewünschte Kaffeemenge wird direkt in das passende Gefäß gefiltert. Die Miniportion direkt in die Tasse, bis über 8 Tassen direkt in jede beliebige Kaffeekanne. Der stufenlos verstellbare Krughalter kann jeder Kannen- oder Tassenhöhe angepaßt werden, mit einstellbarer Höhenvorwahl.

Damit ist die Cafethek auch als Eintassenautomat einsetzbar. Wie oft kommt es doch vor, daß eine »Tasse zwischendurch« getrunken wird. Wozu dann erst in die Kanne filtern?

## Die Rationalität

Eigentlich kann ein Kaffeeautomat nicht viel, übernimmt er doch allein das Überbrühen des Kaffees mit heißem Wasser. Dafür sind jedoch zum Gebrauch früherer Kaffeeautomaten ca. 20 Bedienschritte erforderlich, wie eine hausinterne Studie ergab. Bei der Cafethek wurde versucht, diesen Aufwand zu minimieren und die Kaffe Zubereitung so einfach und sicher wie möglich zu machen.



Im abnehmbaren Wasserbehälter (mit Loch im Deckel) kann das Wasser am Wasserhahn abgemessen werden. Symbole zeichnen die Maximalfüllmenge für die Kanne und die Zubereitung von Tee.

Der eingehängte Filter ist unabhängig vom Kaffeezug zu entnehmen und zu bestücken. Manueller Filterverschluss verhindert das Tropfen und erlaubt auch einmal die Vor-Entnahme des Kaffeekruges während des Durchlaufs. Ein Sicherheitskanal leitet den Wasserdampf ab und verhindert bei Fehlbedienung das Überlaufen des Filters.

Nach einmaliger Grundeinstellung des Betriebsschalters wird das Gerät über eine Betriebstaste eingeschaltet und schaltet dem Wasserdurchlauf automatisch ab. Das Gerät heizt nicht unnötig nach.

## Die Selbstverständlichkeiten

Wie alle neuen Krups Kaffeeautomaten bietet die Cafethek nach dem Tiefbrühen durch optimale Abstimmung der wichtigsten Wirkfaktoren Wasserstrahl, Durchfluß, Brühtemperatur und Filterform ist so die Aromaentfaltung und gute Ausnutzung des Kaffeemehls gewährleistet.

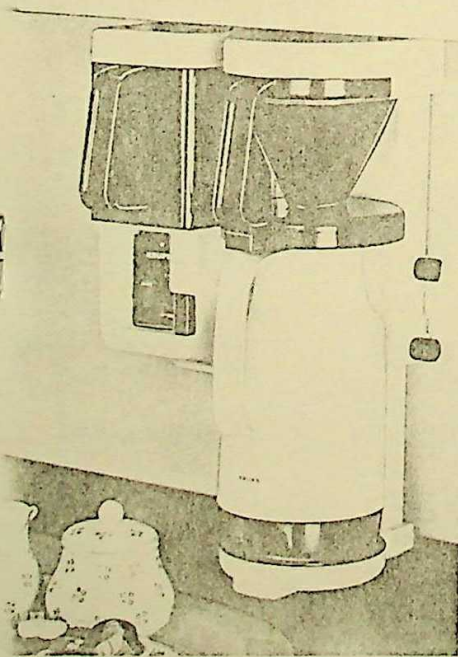
Bei kleineren Kaffeemengen (1 bis 3 Tassen) sichert die elektronische Brühzeitvorwahl die richtige Aromaerschließung.

Das 850 Watt-Heizsystem mit Aroma-Schutz durch Vermeidung von Hitzestaus macht die Wartung so einfach wie nie und macht eine Wartungsaussparung erforderlich.



## Die Sonderausstattung

Neben der Normalausstattung mit Ein-Taste-Schalter und Aromaelektronik wird die Cafethek angeboten mit einer elektronischen Digitaluhr mit Einschaltvorwahl. Dies erlaubt die Vorprogrammierung des Brühstarts bis zu 24 Stunden im voraus. Gleichzeitig bietet sie somit eine praktische Küchenuhr für die immer genaue Zeit.





Eine Informationsanzeige  
der Firma Robert Krups  
5650 Solingen-Wald

# Die Kaffeeküche an der Wand

Die bequemere Art, Kaffee zu kochen

P. 88

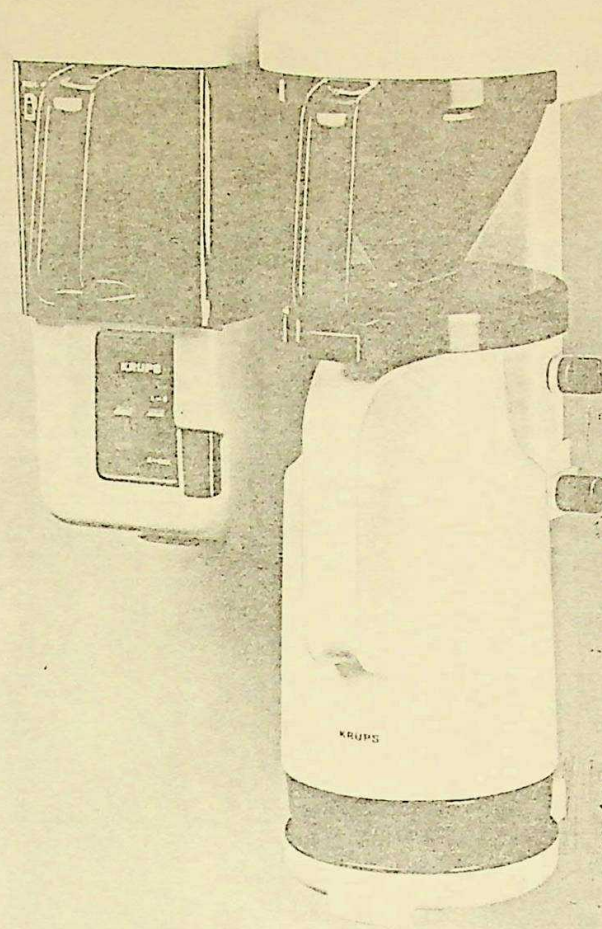
NOV. 1980

"FORM 90"

(PAGE  
TOP ↑

NOV. 1980  
"FORM 90"

15/113 D 7/309



## Die KRU

Aus d  
brauche  
fahrungs  
hat Krups  
kannten  
thek«, die

Mit die  
bisher nich  
zubereitun

- ☐ Platz a
- ☐ vielseit
- Kanner
- ☐ praktisc

Selbstve  
alle andere  
tomaten

## Das Platz

»Gerät in  
lautet die  
Kaum ein  
tomaten an  
Kaffee in d  
gegen, daß  
meist sehr  
die Lösung  
Arbeitsfläche  
anderen Ge  
(Wandwaage  
horizontale  
für die Küche

Selbst im  
Oberschrank  
wo sonst ke  
kann, weil s  
Wasser einfü

Die Isolier  
einer Warmh  
quenz des p

Der Markt

Baueinheit zur Einschaltprogrammierung sowie



D7-309

#538,480 JAPAN

AUGUST 28, 1980

日本国特許庁

意匠公報 (S)

昭和 55.8.28 発行

OCT 10 1985

GROUP 290

11-43

538480

出願 昭 53.7.14

意願 昭 53-29669

登録 昭 55.6.26

創作者 美 甘 昌 宏

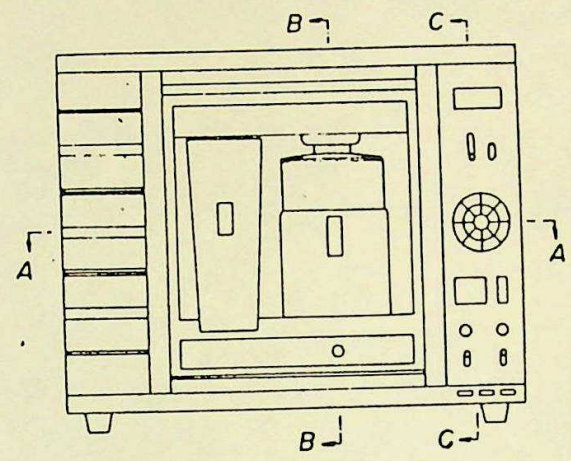
東京都中央区銀座7丁目3番5号口  
本軽金属株式会社内

意匠権者 日本軽金属株式会社

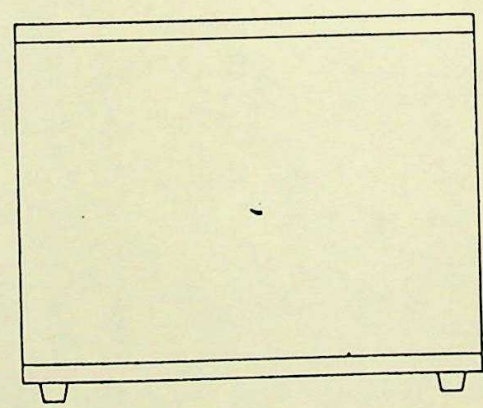
東京都中央区銀座7丁目3番5号

意匠に係る物品 ラジオ・タイマー付コーヒー沸かし

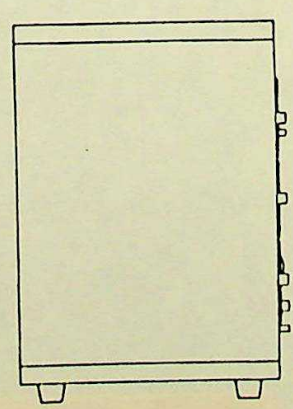
正面図



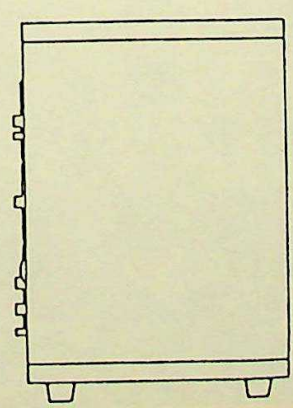
背面図



左側面図



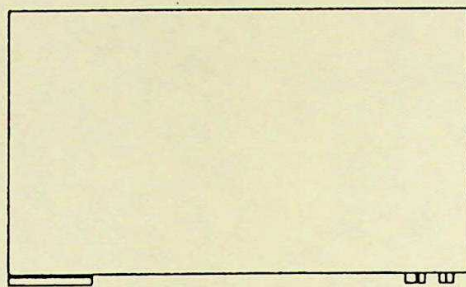
右側面図



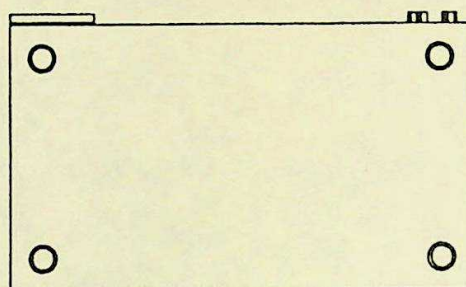
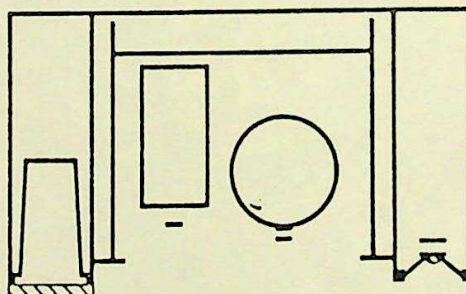
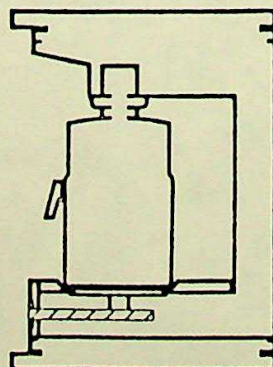
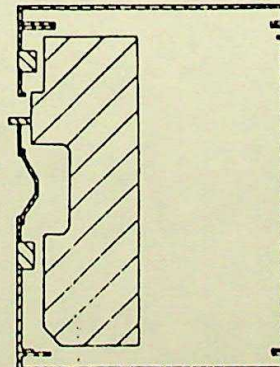
"Radio/Timer  
Equipped Coffeemaker"



平面図



底面図

内部機構を省略した  
A-A端面図内部機構を省略した  
B-B端面図内部機構を省略した  
C-C端面図



JUNE 30, 1980  
p. 54

HFD

# housewares



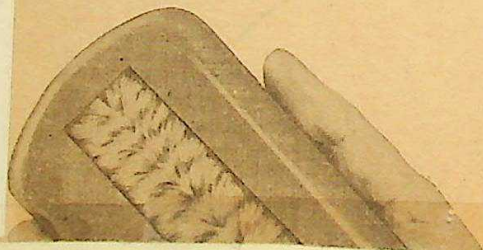
## Houseware Christian Fellowship

Mon. July 14, 1980 - 7:30  
Social Hour

Music - Fellowship - Testimony  
Bring a Friend

CONFERENCE ROOM      During NHMA Show  
Holiday Inn City Centre - Ohio St.

## Really Works!



## new products

### Espresso Maker From Rowoco

An espresso-cappuccino machine made in Italy carries a retail price of \$300. Made of heavy gauge metal for high steam pressure and high pressure pumping, the manufacturer claims the unit operates at a high temperature, delivering coffee that's hot enough for American taste, yet never "burned" or with a distorted flavor. From Rowoco Inc., Mamaroneck, N.Y., the machine has a 20-cup reservoir that can be filled during operation.

Also new from the firm is a line of professional cooks' knives made of Diamondur no-stain steel. Diamondur is a French blade-making process that tempers and sharpens blades to an unusually high degree.



**ESPRESSO-CAPPUCINO MACHINE** made in Italy  
from Rowoco.

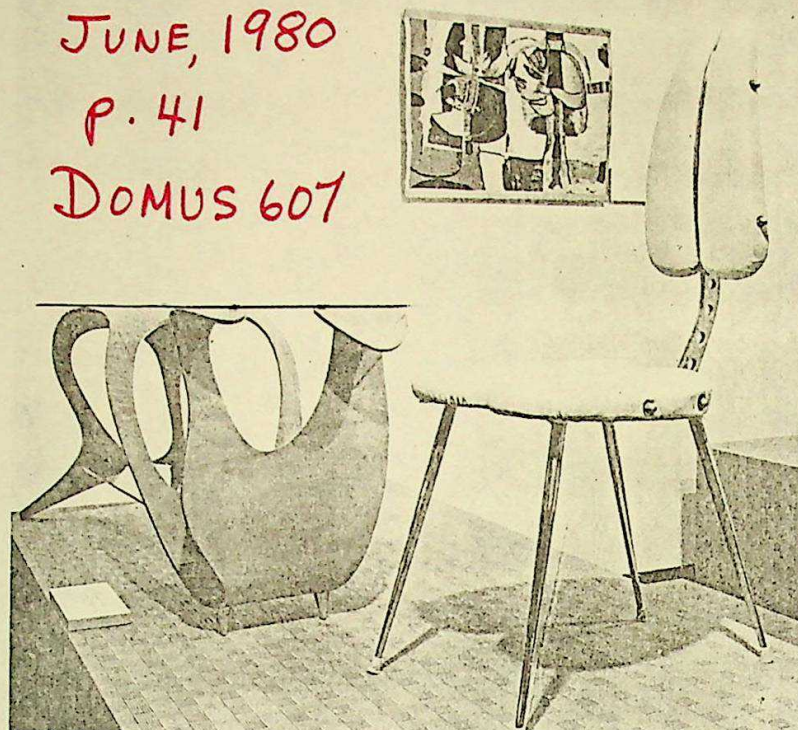
D7/309



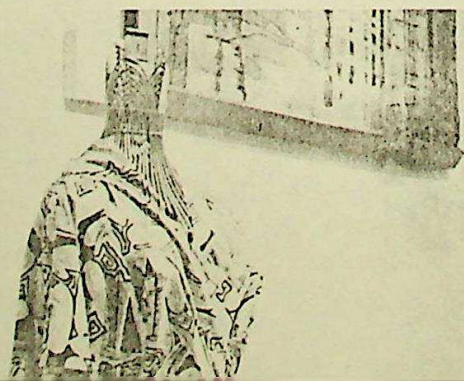
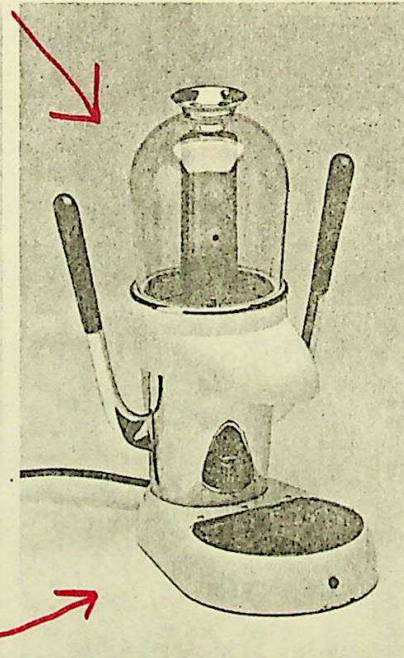
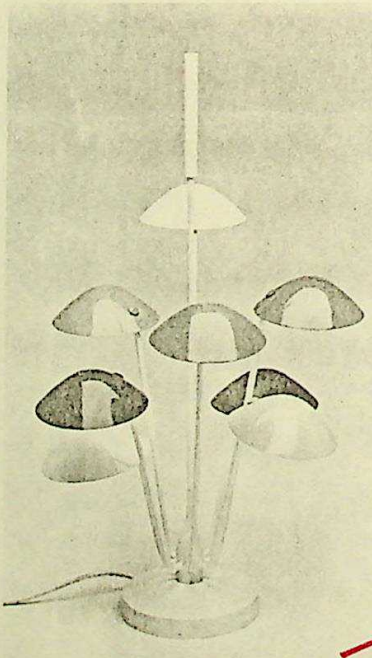
D7/62

309

JUNE, 1980  
P. 41  
DOMUS 607



Qui sopra, sedia e tavolo di Carlo Mollino; sotto, lampada di Gino Sarfatti, 1951; macchina per caffè espresso, dell'Ufficio Tecnico Ferrara, 1954. In basso, settore dei tessuti e della moda nella mostra « Il design italiano degli anni '50 » al CentroKappa, Milano.



life of Milan is easy to overlook, because it was all too fragmented, and it was an excellent idea to include him in the book. But how, in a book with a title like this can you exclude Zevi — with his buttonholing manner and his dotty enthusiasms, the man who made everyone talk about architecture: even in Milan he was unavoidable; I still remember friends of mine of those far-off days attempting to convince me that Mario Ridolfi was the greatest Italian architect: a thing I did not believe: yet if you take a historical view, should he not have been fitted in somewhere between Albini and Zanuso? And what about Scarpa? True, he worked in the Veneto, but he was already one of the best known exhibition designers in Italy. And if you talk of the fashions of the time, how can you forget Emilio Pucci who was the first post-war Italian to barge his way into the Paris-dominated fashion world? Inevitably, I suppose, anyone who does an anthology invites this kind of carping. But the omissions are too glaring. Why no Nizzoli for goodness sake? After all, to the foreigners who came to Milan in that hopeful mood echoing Apollinaire's it was the city of the Vespa and Lambretta, of the espresso machine, the Topolino, and the Olivetti typewriter (however mistaken this last location). Though I must say the biographies of the architect-designers (Munari is the only exception) are worth reading for concise, racy, sharply observed summing up. Not hagiographical at all, like the accounts of the various industrial undertakings who made the whole thing possible. But these industrialists produce only a fragment of Lombard design production, as anyone who has been to the Milan furniture fair will know. The exhibition and the book therefore represent a stringent selection of fifties production. How were they chosen? How did some pretty coarse crystal and brass kitsch get into this high-minded lot? And of course Neo-Liberty must be remembered; it is given a separate little spread—like « fashion » or « chimneypieces » or even just « architecture ». For the non-Italian or even for the younger reader it just is not enough; the episode was damaging but important, and is by no means closed. Though the Torre Velasca is there to testify permanently to its negative

P. 41  
DOMUS 607  
JUNE, 1980



# housewares

## new products

### Body Pleaser

**D7-309**  
Cordless massager provides massaging action that can be applied from head to toe. Called Pollenex Body Pleaser, the unit has two permanent surfaces on the circular head

plus four snap-on attachments.

The two surfaces of the battery-operated appliance are for use as a body massager and muscle toner. The four at-

tachments that fit into the head serve as a back comforter, spot massager, scalp invigorator and facial beautifier.

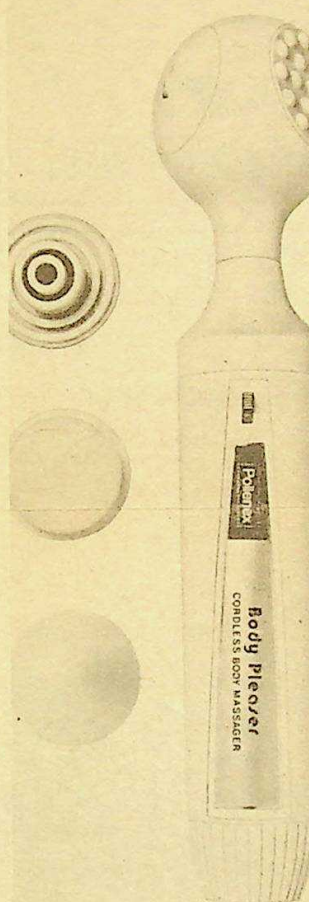
Retail price is \$22.95. Producer is Pollenex/Associated Mills Inc., Chicago

### French Style Canning Jars by Wheaton



**WHEATON CONSUMER PRODUCTS**  
MANUFACTURERS OF QUALITY GLASS SINCE 1888  
A DIVISION OF WHEATON INDUSTRIES  
MILLVILLE, N.J. 08332, USA

**GOURMET SHOW**  
Booth #501  
San Francisco



### For a Better Brew

Proctor-Silex will be going to the July show with a pair of styled-up Beverage Brewer automatic drip coffeemakers with improved operational features.

The King of Prussia, Pa. division of SCM also is unveiling two contemporary styled toasters, three toaster-ovens with continuous clean surfaces and four additions to its Lady Light iron lines.

Both model A501W and A516W Beverage Brewers have 12-cup capacity and include a brew control system that varies both the amount of coffee and amount of water used in brewing in order to produce a consistent brewing strength tailored to individual preferences. They will be available in September.

Model A501W coffeemaker, a \$69.95 retailer, can be set with a 24-hour digital clock-timer to provide coffee any time of day. It has Hydro Clean pump, activated charcoal filter and water fill indicator. Model A516W, a \$45.95 retailer, has slide-in filter basket, redesigned glass carafe, as well as the Hydro Clean pump and water fill indicator.

Toasters are T225N two-slice bread-pastry model, and T804N four-slice companion model. Both feature Bread Brain control that senses both heat and moisture to determine proper heating time and easy-to-clean crumb trays. Contemporary styling includes chrome body with wheat-colored end panels, brown control knobs and metallic insert with toast color settings. Available in July. Two-slice model carries \$23.95 retail; four-slice, \$35.95.

The continuous clean toaster-oven models include Meal Maker II, number 0235W at \$99.95 retail; deluxe model 0231N, \$89.95; and 0221AL lower end model, \$79.95. Meal Maker II adds the continuous clean feature to the versatility of the firm's basic Meal Maker unit.

Model 0231N also offers an oven temperature light, "Keep Warm" switch and two baking racks. It has butcher block end panels and see-through door trimmed in charcoal brown. Model 0221AL has chrome body accented with almond end panels and a charcoal brown oven door with baking instruction on the glass. They will be available in September.

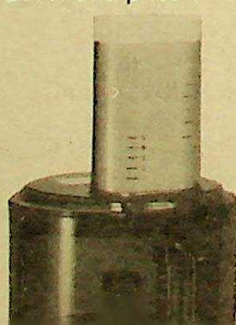
The four lightweight irons, which join two models unveiled in January, include models I410G and I4210G in jade and spruce green, and models I430W and I440W with white bodies trimmed in a red-brown color. The self-cleaning units feature Proctor's super steam action. Two higher end units have an extra blast of steam that is said to remain strong after repeated blasts. The irons, which will be available in July, are designed to retail from \$35.95 to \$45.95.

## WELCO FOOD PROCESSOR

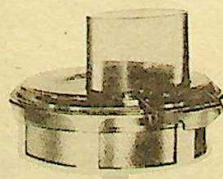
**THE QUALITY FOOD PROCESSOR THAT HAS EVERYTHING!**

Accessories that no one else has, at a price that makes it the "BEST BUY" in the business.

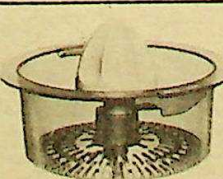
High-rated by leading cooking and consumer magazines, this is the powerful direct-drive unit that does it all ... at a price that's easy to sell ... at a profit!



Accessories available  
**CITRUS JUICER**  
**VEGETABLE JUICER**  
**JULIENNE CUTTER**  
**FINE GRATER**  
**THIN SLICER**  
**VINYL DUST COVER**  
**BLADE HOLDER**



**VEGETABLE JUICER**



D7/309



## housewares

## HOUSEWARES MANUFACTURERS' TOTAL DOLLAR SALES VOLUME

	SALES VOLUME	% INCREASE OVER 1966	CHANGE OVER PREVIOUS YEAR
1975	9,702,000,000	+140	+ 1
1976	10,963,000,000	+172	+13
1977	11,885,000,000	+195	+ 8
1978	13,479,000,000	+234	+13
1979	15,579,000,000	+286	+16

In 1979, the total reported manufacturers' sales increased by approximately 2.1 billion dollars over the previous year. This represents a 15.6% increase in industry sales during a period when the rate of inflation was at 11.3%.

\$9,702,000,000

\$10,963,000,000

\$11,885,000,000

\$13,479,000,000

\$15,579,000,000

IT  
OCCURS  
TO MEBY  
DOLPH  
ZAPFEL

## NHMA Bugaboo: Inflation

THE HOUSEWARES INDUSTRY in 1979 was alive and well but apparently the same things that worry the average American in 1980 (as they should all of the presidential candidates) also bother the housewares manufacturers who responded to the recent business survey conducted by the National Housewares Manufacturers Assn.

Last year, housewares manufacturers' total dollar sales increased by 15.6 per cent over the previous year to almost \$16 billion, outpacing the 11.3 per cent rate of inflation for the same period. This means about \$30 billion for the industry at the retail level, which is about as healthy as you can get considering all of the economic uncertainties with which the industry is faced in this election year.

There will be a few problems this year, judging from a sampling of some of the random comments made by manufacturers in response to the NYMA research study. In addition to supplying important industry statistics, the manufacturers were asked to write in their attitudes and concerns about the industry for the year ahead.

The biggest bugaboo is obviously inflation and seems to be the one problem that concerns producers most. As one of them so aptly put it:

"WE'RE FACED WITH A NEAR feeling of hopelessness as all of our suppliers raise prices faster than we can adjust. Not just raw materials but all paper products, freight, new tooling, repair items — simply out of control."

Still another had this to say:

"Dramatic raw material price increases will limit viability of certain items due to higher cost."

Another manufacturer was concerned about inflation and the high cost of money and what those two evils will mean to new product development. He said bluntly: "It is expensive now to gamble on new ideas, products or packaging." Another producer said there will be "a return to basics, less fancy frills, fewer new products."

One manufacturer was concerned about the cost per sales call or the development of new customers and said: "The 'cold' call is now too expensive." Another one more or less agreed when he said: "More companies than ever before will be using manufacturers' representatives in order to reduce their selling costs."

The comments did not all prophesy doom and gloom. There were some bright, if not overly optimistic, notes. Said one manufacturer: "We expect to see a greater share of consumers spending more time at home due to increased inflation and energy costs, thereby increasing leisure activities and, hopefully, sales of outdoor products."

Others who echoed similar sentiments said the following: "People will stay home more, and kitchenware will go up

See NHMA, Page 33

RETAIL AND WHOLESALE OUTLETS  
PERCENT OF TOTAL DOLLAR SALES  
BY TYPE OF STORES†

RETAIL	% OF SALES TO RETAILERS 1979
Mass Merchandisers	29%
Department Stores	13
Catalog Showrooms	12
Drug Stores	10
Variety Stores	8
Housewares/Hardware Retailers	8
Food Stores	6
Mail Order	4
Home Centers	3
Appliance Retailers	2
Buying Syndicates	1
All Other	4
	100%

% OF SALES  
TO WHOLESALE  
1979

WHOLESALE	% OF SALES TO WHOLESALE 1979
Housewares/Hardware Distributors	35%
Electric Housewares Distributors	21
Rack Jobbers	9
Premium Users	6
Club & Party Plans	4
Drug Distributors	4
Premium Distributors	4
Stamp Plan Suppliers	3
Jewelry Distributors	3
Variety Distributors	2
All Other	9
	100%

† As defined by respondents

IE STATISTICS in the arts on this and the facing page have been developed from a sample of about 600 questionnaires returned by exhibitors at the January National Housewares Exposition. Questionnaires were sent to 1,806 exhibitors and the return was 33 per cent.

that category in the first study. s anticipated that 37 per cent of producers will have sales of more than \$5 million by 1980.

Answering questions about outlook for the '80s, manufacturers cited inflation more often than any other single change to affect business. Higher costs for materials and energy were also frequently mentioned as concerns for the next decade.

Almond continues to be the most popular color for kitchen appliances and accessories, 37 per cent cited it best in 1979 and 39 expected it to be tops in 1980.

White is making inroads in the color popularity contest in kitchen housewares, gathering 23 per cent for both 1979 and expected 1980 sales. Last year, it reaped 17 per cent in both 1979 and anticipated 1979 popularity.

Gold/harvest gold dropped in popularity in housewares categories.

selling the number one can opener





**HALMAR DISTRIBUTORS' Harvard Business School seminar brought out the elite of New England retailing. Above, Joe Mullen, Gene O'Donnell and Jim Peters of Hills; center, George Granoff of Bradless and Hal Rubin of Halmar, and far right, Albert Boczek and Arthur Rizzo of King's.**

## Braun introduces the perfect blend of function and design. The new Braun Coffee Maker—KF-35.

Braun has brewed up a new, quality, electric drip coffee maker. This stunning coffee maker is sure to perk up your sales.

Designed with perfect taste in mind, the Braun Coffee Maker features a shower head which soaks all the grinds to bring out the rich taste of every bean. Plus, the Braun Coffee Maker has a hot plate with a built-in thermostat to keep the coffee hot. It has a 2-12 cup capacity, an elegant stain-resistant carafe and is available in white or yellow.

Its introduction fills out the Braun gourmet coffee appliance line. This unit is a perfect complement to the Braun Coffee Mill, and the Braun Mini-Coffee Grinder.

With the Braun Coffee Maker, you not only get Braun quality and design but their generous profit margins, special promotions and co-op advertising opportunities.

The KF-35 is a fresh, hot coffee-making idea from Braun that will attract new customers and increase your profits. To find out more about the Braun coffee line breakthrough, or to see a representative, contact us! Braun Appliances—USA 55 Cambridge Parkway Cambridge, MA 02142 (617) 492-2100



**BRAUN**

Come see the complete line of Braun gourmet appliances at the San Francisco (BOOTH 1803) and New York (BOOTH 4333) Gourmet Shows.

©1980, Braun Appliances—USA, Div. of the Gillette Company, Boston, MA

"HALMAR should have had a little more input on topic selection," commented Arthur Rizzo, merchandise manager at King's Department Stores, "but the idea is very, very good and it's been instructive."

Peter J. Hayes, vice president, hardlines merchandising, at Hills Department Stores, agreed. "The idea is certainly innovative, and it's been thought-provoking. Halmar has traditionally taken a more professional approach to the wholesaling business."

Robert Mettler, vice president and general merchandise manager of home furnishings for Jordan Marsh Co., attended the seminar and saw it as a chance "to step back from the intimacies of running your own business to see what's happening on a larger scale."

"Sensational," is how Ray Wysocki, divisional merchandise manager of the Ann & Hope discount chain, described the seminar. "The exchange among people attending is as important as the lectures."

Ken Proctor, general merchandise manager at the Harvard Coop, commented, "People in the industry need to analyze their business. There are going to be a lot of changes in the '80s."

**SIMILARLY**, Con Brosnan, small electrics buyer at Bradlees, noted, "This is what the industry needs to make people think about what they're doing. It's amazing the lack of information retailers have on their own business."

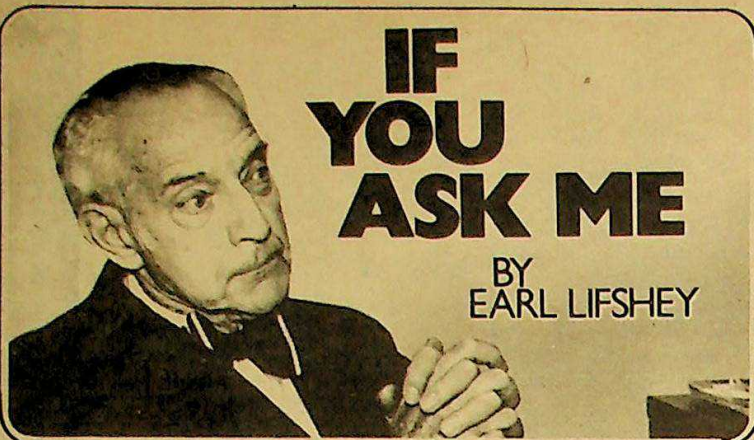
Robert D. Buzzell, a professor of marketing and business administration, started the day off with a discussion of the findings of a study he did on the impact of serviced versus direct supply of health and beauty aids and general merchandise in supermarkets and convenience food stores.

Stephen A. Greyser, a marketing professor, spoke on consumerism, arguing that it will remain a major force. He noted consumers generally have a positive feeling towards retailers.

D7/309

MAY 12, 1980  
p. 37





## IF YOU ASK ME

BY  
EARL LIFSHEY

### Sara Turnbull, Trailblazer

MIAMI — It was over 200 years ago that Horace Walpole, with rare vision, declared: "Art and life ought to be hurriedly remarried and brought to live together." And long afterward another Englishman, G.K. Chesterton remarked: "Art, like morality, consists in drawing the line somewhere."

Just where and how the line of the designers' art is drawn has little impact upon morality, but it invariably has a big impact upon the sale of the product that is designed. No one, of course, is more keenly aware of that than Sara Little

Turnbull, the internationally acclaimed designer who has received the prestigious National Home Fashion League Trailblazer Award for 1980. Her impressive record of achievements in design for the Corning Glass Works and other large corporations speaks eloquently for itself.

During the many years I have known her, I have always been particularly impressed with her introspection of the design

problem; the final shape and form of a product is the very last consideration. On this occasion of her being named a Trailblazer, I thought it an appropriate time to get her to expound on her design philosophy.

"Two definitions seem important to me at the outset," she began. "Mr. Webster defines design as 'to plan mentally, to conceive as a whole; to fashion according to a plan, to delineate, to execute as an integral or artistic whole.' The other is communication: to have something logically in common, to be overlapping classifications or connotations, to be one such in relation to another. In other words, when the sender and the receiver create a commonality of background."

"After 20 years of working with the sensitive relationship of management to design, I feel the time has come to 'demystify' design. In this business there are innovators, implementers and imitators — the last I won't dignify by serious comment. The innovator, by intuition and education, has the gift of being able to 'conceive of as a whole.'"

"ALBERT EINSTEIN said: 'The logical mind is a faithful friend; the intuitive mind is a sacred gift.' Just as the Italian barber can be a proverbial 'Jewish mother,' so to speak, so management can be innovative in its attitude to-

## Gimbels, Pittsburgh Opens Its Habitat Cooking School



Gimbels, Pittsburgh, has opened a cooking school, Habitat Kitchen, near the housewares department at their downtown Mellon Square store. Milton Markowitz (photo below), divisional merchandise manager for housewares and the decorative home area, celebrates the opening with Marlene Parrish, who will run the school. Parrish had further cause for celebration: Her pasta rack (left), marketed under the company, MPM Productions, has been featured on the cover of this spring's Williams-Sonoma catalog.



ward design. Professionally the innovator and the implementer are equally important; the implementer has a trained skill and is able to delineate.

"In the sense that designers seek to humanize industrialization, the good life must be based upon the materials of human decency. Margaret Mead put it well: 'Empathy combined with the laert eye.' Le Corbusier said: 'To live, to work, to cultivate the body and spirit, to travel about —

make infinite combinations.' George Nelson expressed it: 'A sense of fitness of things in relationships between hand, material, use and shape and, above all, a sense of delight in the look and feel of very ordinary, humble things.'"

"In my opinion, each of these finely tuned minds is not merely looking — they're seeing; they're not just hearing — they're listening, and they're not just touching — they're feeling . . . the phenomenon of being really alive."

"To be truly and fully alive you don't have to be a 'designer' in the literal sense of the word," the latest Trailblazer continued. "But where there is such sensitivity management will be far more aware of a flow of input . . . the scientist will be alert to the creative accident so often encountered in research . . . and the challenge of ideas will be seeded on fertile ground."

"IN SUCH A SOCIETY OF changing values, a vigorous

See SARA, Page 63

## Timely incentives . . . from Sunbeam

Proven premium winners, magnificent pendulum and chime mantel clocks from Sunbeam.

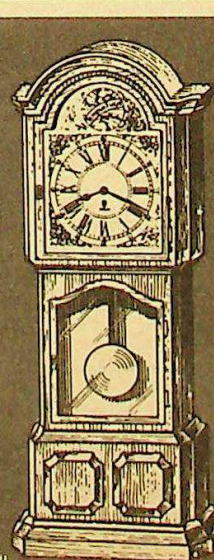
The Vermont II, a unique miniature replica of a grandfather clock with a swinging pendulum . . . the Country Manor, a charming timepiece that chimes. Just two examples of perfect premiums from Sunbeam's large collection of clock styles, many with up-to-the-second quartz accuracy.

They come back for seconds when you feature Sunbeam.

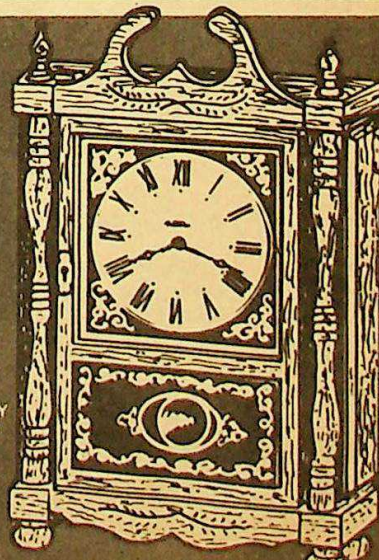


See us at the Premium Show Booth # 3500-3504.

Sunbeam Clock Company, 260 Railroad Avenue, Hackensack, N.J. 07602 (201) 342-2700



COUNTRY MANOR



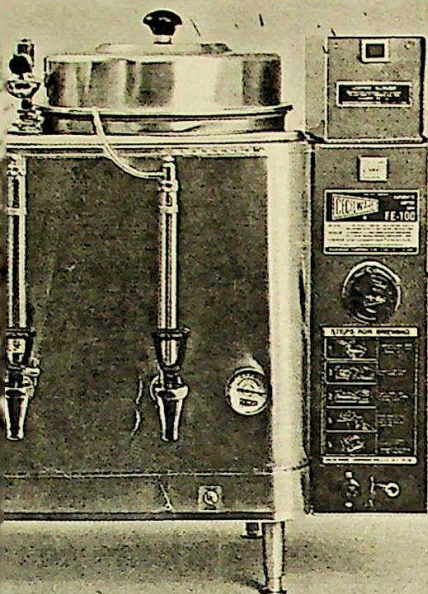


D7/309

the #1 automatic coffee urn... the standard for engineering, design construction.

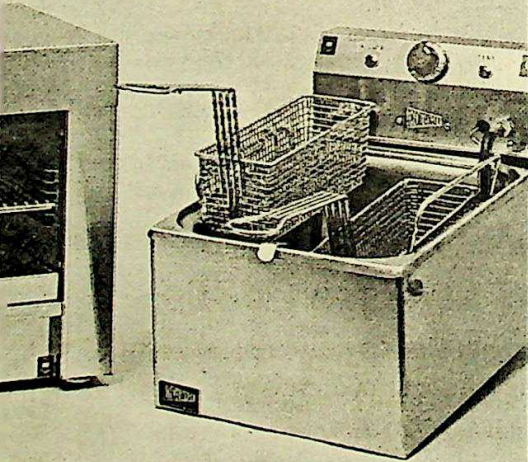
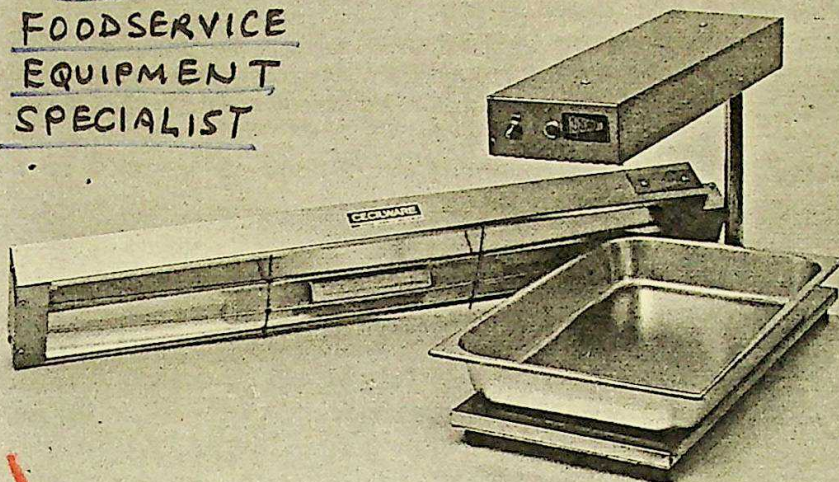
# HOT

...with the famous STA-HOT® food warmers... dependable performers whatever the physical dimensions of your operation or the temperature requirements of your menu.



MAY, 1980  
FOODSERVICE  
EQUIPMENT  
SPECIALIST

PAGE 7



a quality line of gas/electric cooking equipment you can trust to do the job right... same people you trust to brew your hot.

# HOT

...with automatic coffee brewers, pour-overs and coffee warmers good enough to come under the Cecilware banner. And HOT... with the coffee decanter long respected as the industry's leader.

**A HOT COMPANY WITH A HOT LINE OF PRODUCTS.**

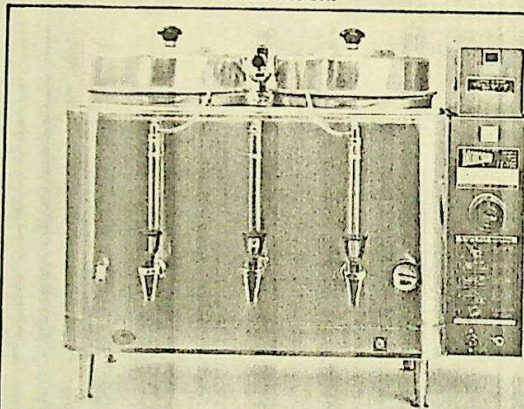
CECILWARE CORPORATION General Offices & Factory 43-05 20th Avenue, Long Island City N.Y. 11105 Telephone (212) 932-1414



D7/309

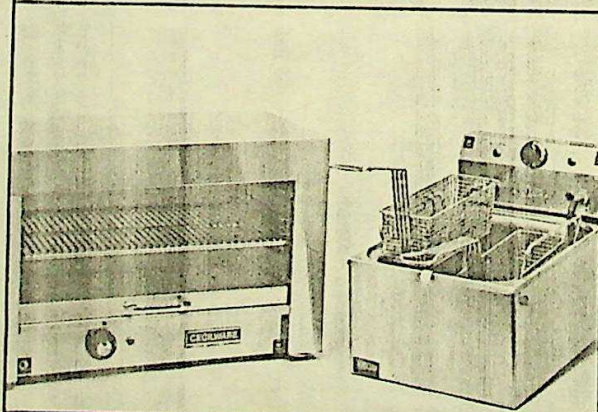
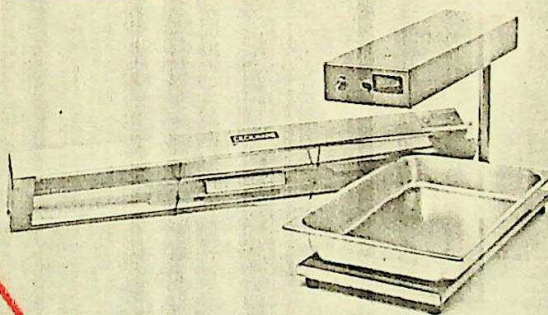
# CECILWARE IS HOT

**HOT** ... with the #1 automatic coffee urn ... the industry standard for engineering, design and construction.

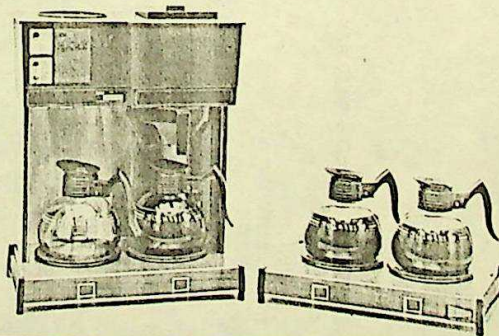


**HOT** ... with the famous STA-HOT® food warmers ... dependable performers whatever the physical dimensions of your operation or the temperature requirements of your menu.

MAY, 1980



**HOT** ... with a quality line of gas/electric cooking equipment you can trust to do the job right ... from the same people you trust to brew your coffee right.



**HOT** ... with automatic coffee brewers, pour-overs and coffee warmers good enough to come under the Cecilware banner. And **HOT** ... with the coffee decanter long respected as the industry's leader.



**A HOT COMPANY WITH A HOT LINE OF PRODUCTS.**  
CECILWARE CORPORATION General Offices & Factory 43-05 20th Avenue, Long Island City N.Y. 11105 Telephone (212) 932-1414

For information circle 3

FULL PAGE 7 (REDUCED SCALE)



D15/113 D7/309

APRIL 15, 1980 p. 80

## INSTITUTIONS



Heart of your  
**COOK/HOLD/SERVE  
SYSTEM...**

**ALTO-SHAAM  
Thunderbolt  
(LOW,  
GENTLE,  
HEAT)**

Thunderbolt TH-1000  
by Alto-Shaam, Inc.,  
who "Wrote The Book"  
on low-heat cooking.



### **1 Lower Labor Cost.**

Thunderbolt low-heat oven lets you cook tonight for tomorrow, holding food hot, juicy and fresh 24 hours or more. One person can handle, part-time. Saves you labor!



### **2 Lower Fuel Cost.**

You cook slowly, gently, at very low temperatures. Uses 1/3 to 1/2 of the Kilowatts electric of convection ovens. You save on fuel every time you cook!

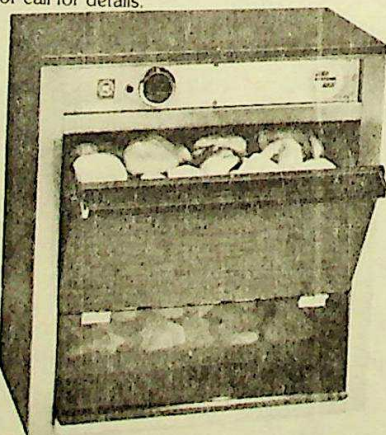


### **3 Lower Food Cost.**

Cook/hold/serve with patented Halo-Heat to reduce food shrinkage 50% to 75%, to increase product yield 15% to 30% over old-fashioned ovens. Saves you big food money!

### **Complete Line of Food Warmers/Servers.**

We make food warmers/servers for almost any commercial need. Shown below is new Hot Roll & Potato Chute, Model #500-RD/D. Write or call for details.



**ALTO-SHAAM, Inc.**  
(Pioneers of COOK/HOLD/SERVE)

W164 N9211 Water Street, P. O. Box 717,  
Menomonee Falls, Wisc., 53051  
Phone: (414) 251-3800... TOLL-FREE: (800) 558-8744  
TELEX 26731 — U.S.A.



For information circle 48



Concentrated natural food bases provide the flavor of fresh mushrooms, onions and garlic to make completely seasoned vegetable stocks. Products eliminate chopping, peeling and sauteing; conserve storage space and save significantly on energy and kitchen labor. Ideal for a wide variety of baked and battered foods, as well as soups, sauces and gravies. *L.J. M Corp.*

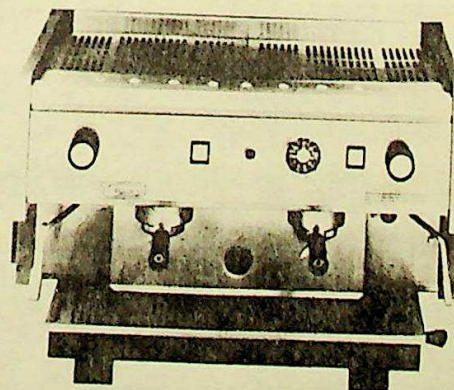
For information circle 49

Modular series of cafeteria and buffet-serving equipment provides drop-in hot and cold food sections for counter installations. 3 cabinets of uniform height and increasing widths are featured, allowing the impression of a permanent installation. Interchangeable decorative body panels are available. *Wasserstrom Market Corp.*

For information circle 50

Breakfast merchandising program is designed to help operators take in their share of profits from the breakfast market by boosting traffic and check averages. Comprehensive program includes innovative posters which illustrate the individual components of easy-to-make breakfast meals. Recipes, special emphasisers promoting nutritious breakfast bars and an informative manager's handbook are all part of the profit-packed program. *Sweetheart Cup.*

For information circle 51



Espresso/cappuccino machine offers simplified preparation of these customer-pleasing beverages. Attractive unit is available with 1, 2, or 3 dispensing heads. Comes with choice of tan, red, stainless steel or embossed copper side panels. *Coldelite Corp.*

For information circle 52



D7/62 309

Für zehn  
SCHÖNER WOHNEN-  
Mitarbeiter fing der

Arbeitstag schon vor dem Frühstück  
an. Morgens beim  
Kaffeekochen bewerteten sie

die Vor-  
und Nachteile »ihrer«  
Kaffeemaschine.

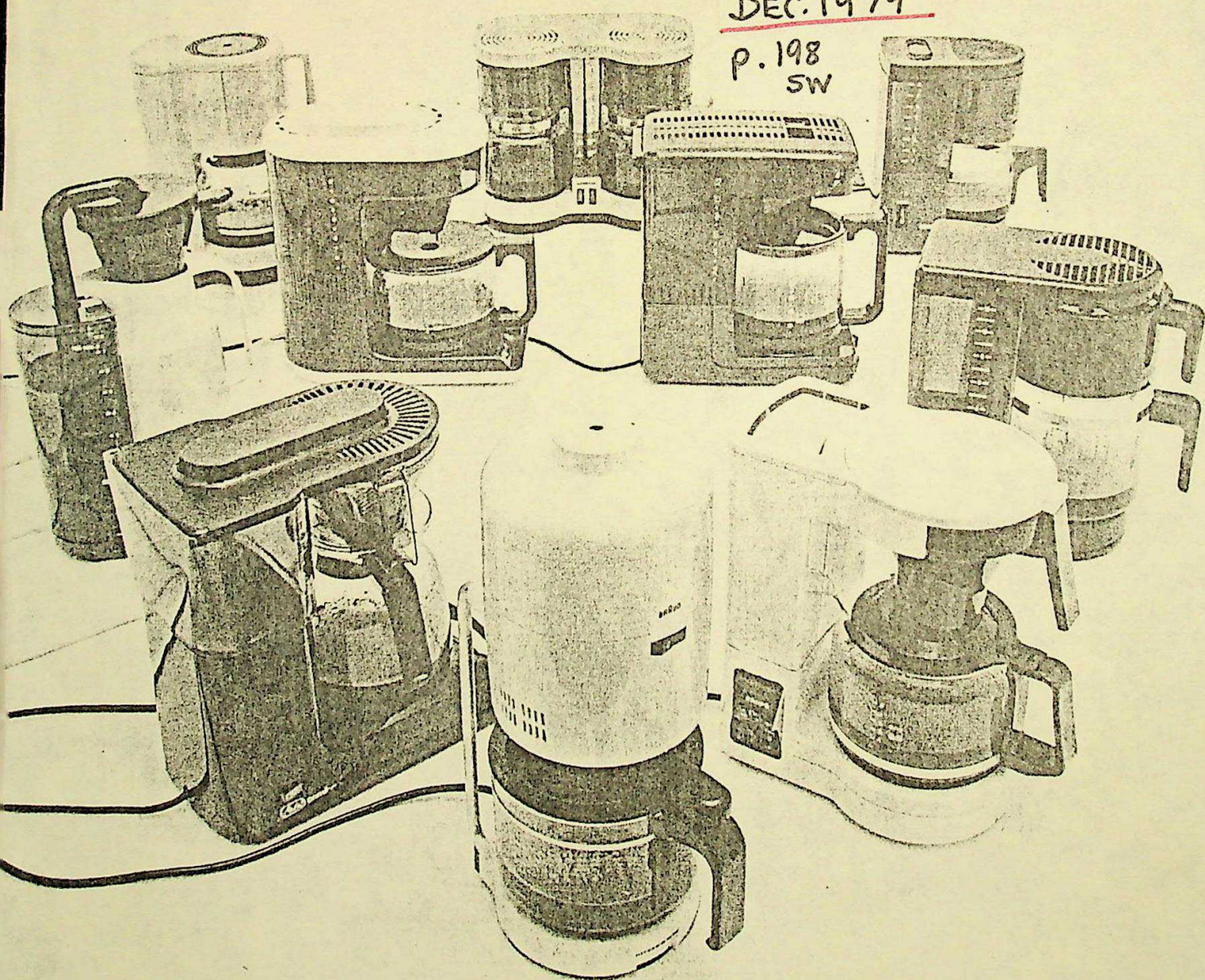
Es ging darum, ob die Geräte leicht  
zu handhaben sind  
und aromatischen Kaffee liefern

# KAFFEEMASCHINEN AUF DEM PRÜFSTAND

SCHÖNER WOHNEN

DEC. 1979

p. 198  
SW



...dem großen Angebot von Kaffeemaschinen suchten wir diejenigen heraus, die durch besondere technische Raffinessen auffalle  
SW



D7/309

AUGUST 27, 1979

SEC. THREE

PAGE 18

HFD-RETAILING HOME FURNISHINGS

about  
\$97.50. by  
from Helen  
Rockville, Md.

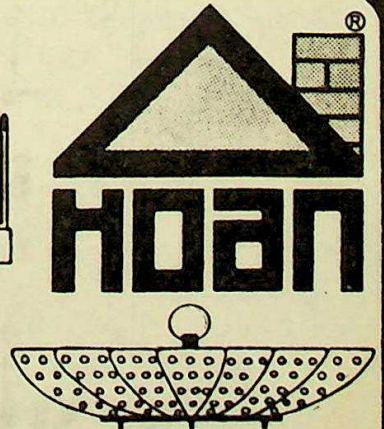
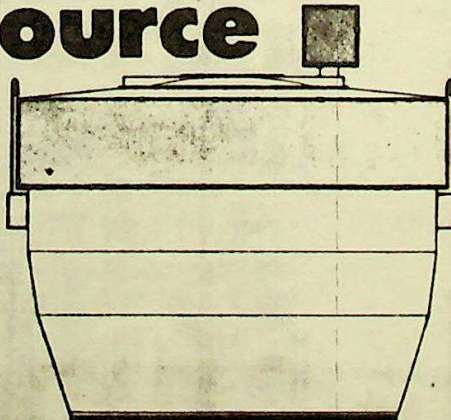
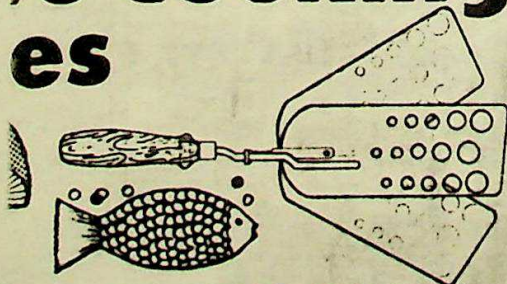
For slicing  
The metal sp  
of one vegetable,  
vegetables to fit the r  
processors. The gadget is  
processor with a feed tube of 4  
or longer, and has a suggested retail  
Also new in Rowoco's gadget line-up is the  
Bake In Lift N' Serve spatula.  
The metal wedge is baked into the crust and  
guarantees a perfect first piece of any pie.  
The spatula will retail for about \$1.95.

## Espress yourself

The Krups Gaggia electric espresso/cappuccino maker offers commercial design for home brewing. The unit, of cast iron construction, operates on 1,600 watts, has a 20-cup capacity, and a suggested retail of \$450. It can make two 3-ounce cups every 30 seconds, features a powerful steam production to froth milk for cappuccino, a boiling water pressure dispenser, and a heavy-duty pressure tank. The unit is also capable of preparing hot spiced wine, hot buttered rum and hot chocolate in seconds. It is available from Robert Krups, North America, Allendale, N.J.



# Leading Source re Cooking es



Products Ltd., 615 E. Crescent Ave., Ramsey, N.J. 07446 • 201/825-0900

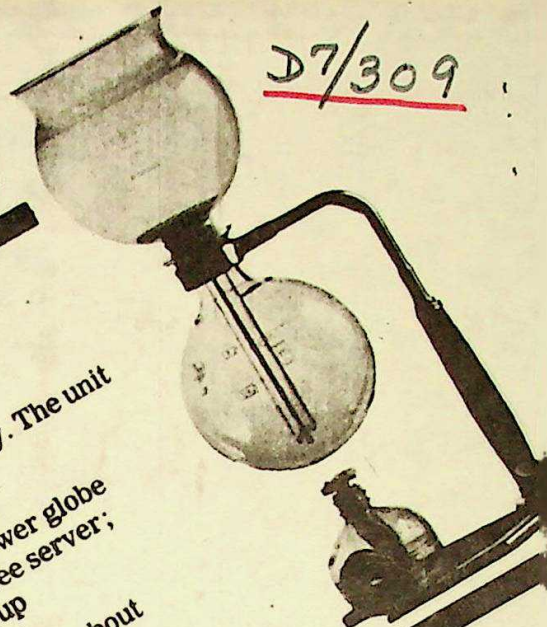


P.18

# NEW PRODUCTS

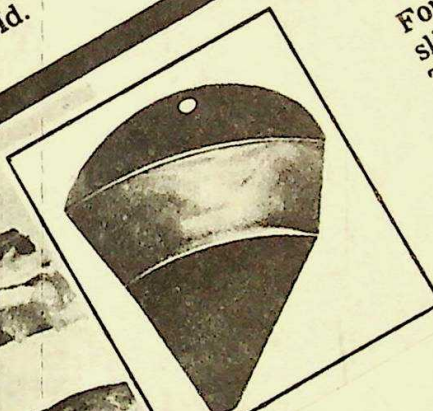
## No jive java

The Hellem Cafetiere from France prepares coffee quickly and elegantly. The unit comes in two sizes and consists of three parts: an upper globe with a permanent filter and funnel; a lower globe on chrome feet which is the coffee server; and an alcohol burner. The 6-cup (demi-tasse) model will sell for about \$86 and the 10-cup model for about \$97.50. Both are available from Hellem/Robinson Distributing Co., Rockville, Md.



## Gourmet gadgets

For the food processing slicing spear from Row. The metal spears allow of one vegetable, with vegetables to fit the processors. The processor with or longer, and Also new in Bake In Life. The metal guarant. The sp



## Espress yourself

The Krups Gaggia electric offers commercial design. The unit, of cast iron construction, has a 20-cup production to froth cups every 30 seconds. The unit is a boiling water pressure tank. preparing hot chocolate in Robert Kru



(FULL TEXT ON OTHER SIDE)



NEW



# Product Portfolio

Compact appliances noted by Peter Frank at the Cologne spring fair and American furnishings (following spread)

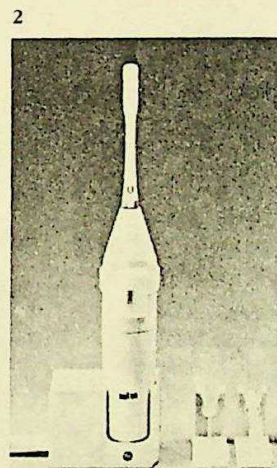
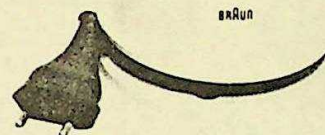
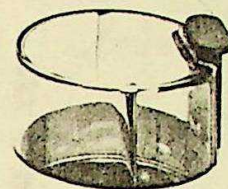
~~15/113~~

D7/309

MAY/JUNE 1979

p. 22

INDUSTRIAL DESIGN MAGAZINE



1

## 1 Coffee maker

The top-of-the-line TS 8 Aroma Super Luxe brews from one to eight cups of coffee by electronically monitoring the filtering process to the desired amount. A digital clock can be preset to activate the machine. The unit has an automatic filter seal that prevents drips when the glass jug is removed.

Design: Robert Krups, Solingen, Germany, design staff  
For: Robert Krups

## 2 Coffee grinder

Circular ribs in the transparent lid turn coffee beans in the Aromatic KSM coffee grinder. This process keeps the coffee cooler and more aromatic, claims the manufacturer. Beans for up to 10 cups of coffee can be ground at one time. The electric cord rolls in at the unit's base. Injection-molded polystyrene was used.

Design: Braun AG, Kronberg, Germany, design staff  
For: Braun AG

3

## 3 Electric toothbrush

The "akku" electric toothbrush, housed in an impact-proof case, uses a vertical vibration system for cleaning and massaging the teeth and gums. It is available in black or white.

Design: Braun AG, Kronberg, Germany, design staff  
For: Braun AG



# Coffee Hits a Comeback Trail

## Cappuccino And Espresso Getting Hot

By MURIEL ADAMS

NEW YORK — Electric appliances that brew espresso dark and pungent or cappuccino with frothy steamed milk may be the next big gourmet electric, say manufacturers and retailers.

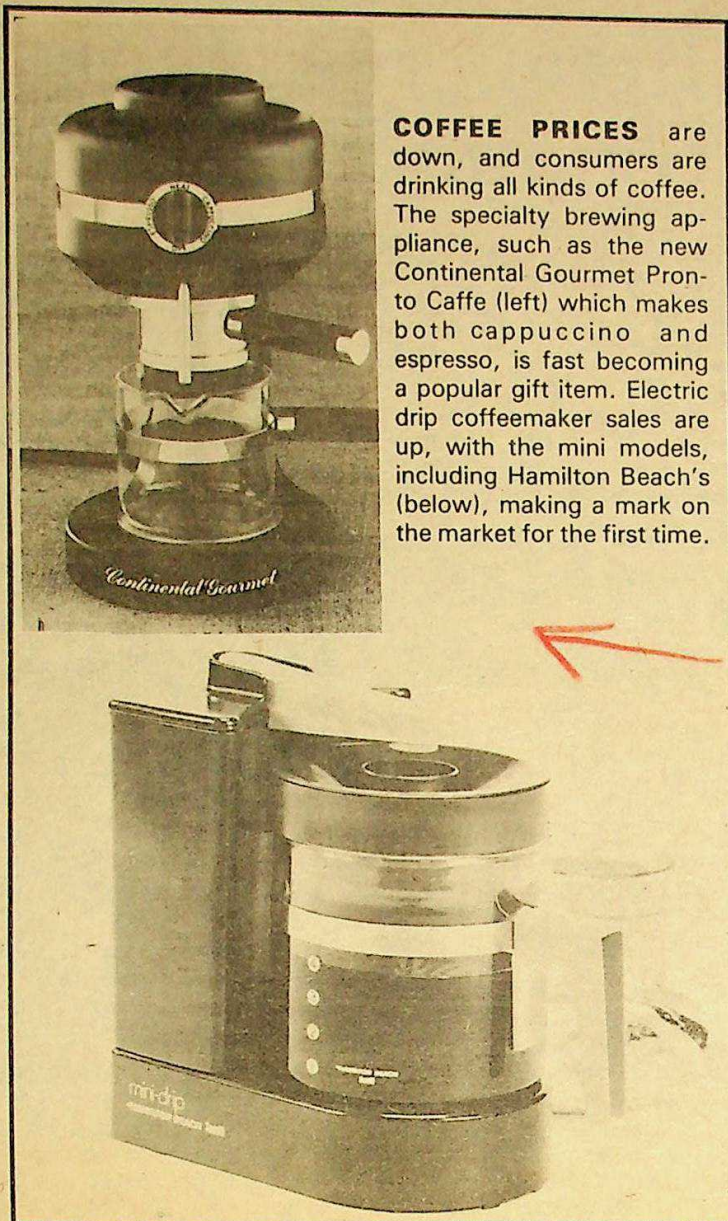
In fact, the espresso/cappuccino maker could be a sleeper in this Mother's Day selling season.

The market for a cappuccino/espresso maker could be as large as 800,000 by 1980, one optimistic manufacturer predicts. A more cautious manufacturer guesses it will not exceed 250,000 this year. But everyone agrees that it is a growing market, primarily a gift market.

The number of companies vying for this market is growing, too. Continental Gourmet's Pronto Caffé, in stores this spring, is the latest to gain a spot on department store shelves. Department stores in sophisticated urban areas, where consumers have been exposed to these foreign beverages in restaurants here or abroad, are the prime marketplaces for cappuccino/espresso makers.

WHILE BUYERS ARE experimenting with various models at different price points, many feel the \$90 Continental Gourmet model has the most sales potential. Pronto Caffé's price and its ability to make both cappuccino

See CAPPUCCINO, Page 30



**COFFEE PRICES** are down, and consumers are drinking all kinds of coffee. The specialty brewing appliance, such as the new Continental Gourmet Pronto Caffé (left) which makes both cappuccino and espresso, is fast becoming a popular gift item. Electric drip coffeemaker sales are up, with the mini models, including Hamilton Beach's (below), making a mark on the market for the first time.

## Coffeemaker Sales Surge as Bean Prices Drop

NEW YORK — With coffee prices going down, down, down, coffeemaker sales are going up, up, up.

While the price of roasted coffee dropped almost 13 per cent between last July and January, some retailers reported sales of electric drip coffeemakers up as much as 60 per cent from last summer to early this year.

The mini drip coffeemaker, on the market for a few years, is also benefiting from the coffee boom and starting to have impact. Minis are moving off the shelves, especially in urban areas with a high percentage of single or two-person households with small kitchens and little counterspace. And even though many retailers think the mini is not viable in their particular markets, they are giving it a try.

Big or small, the coffeemaker continues to be a replacement or gift purchase, often encouraged by promotions.

**THE PRICE OF** roasted coffee fell 12.7 per cent from July to January, according to government figures. During the first months of this year, wholesale coffee prices continued to plummet, down to the current \$2.43 per pound wholesale price. Retail prices as low as \$1.50 per pound have been noted in some supermarkets.

Zabar's Murray Klein is one re- See COFFEE, Page 31

# Decision Imminent on Fate of Federal Glass

Continued from Page One  
glassware stocks.

"Discussions have broken off," said Joseph Londeree, director of corporate planning last Monday, adding, "I don't know how the offer could be revived."

Upon hearing the decision of the union last Monday and Lancaster's subsequent loss of interest in purchasing the glass division, Federal Paper Board called an auctioneer.

Last Thursday, at the same time as the liquidation firm was working out timing and details with Federal, a mediator was assigned to work with the union and Lancaster to see if there was any way out of the contractual dispute.

The feeling in Columbus is that, while the local union is interested

in the Lancaster offer, the international office of the union does not want the local to accept it.

Both the union dispute outcome and the liquidation firm's contract will be presented to Federal Paper Board early this week, and the fate of Federal Glass will be decided then.

Meanwhile Libbey and Anchor Hocking are getting some added business, now that their closest domestic competitor is out of business. At least one of these two top American producers was already a resource at most stores, so buyers can easily bring in more pieces to fill the gaps left by Federal since it stopped producing Jan. 31.

**FEDERAL'S STRENGTH** with mass merchandisers, its largest block of retail accounts, was in the

large-set promotional field. Many buyers brought in Federal-decorated glassware and barware, purely for promotions, so they don't believe the loss is great. Anchor Hocking has already set up some new packaging to help fill the vacancy for these piece sets, some retailers noted.

A few of Federal's lines will be missed, though, retailers say, especially its barware and department store lines. Glacier and Crystal Ice, both heavily textured lines with the look of frosted glass, were particularly popular in the South. Sold only to department stores under Federal's American Rose program, the lines made Federal the No. 1 resource at one Southern store.

"I haven't found a replacement," said the department store

representative. "Toscany had the look, but didn't quite make it. I can't replace the look, so I'll have to find a replacement."

The store will definitely be "stepping up" its assortment of Bormioli, Anchor Hocking's Ravenscroft and Durand with the total look going either the direction of Bormioli or Durand, according to the spokesperson. Other lines that will be looked at include Sigma's Durabar from Holland and National Silver's stemware.

A Midwestern department store buyer was replacing the Glacier line with Libbey's Ice, which is also textured and frosty-looking. While he retailed a Glacier 16-piece set at below \$10, the Libbey pattern in 24 pieces goes for just over \$10 and "did well."



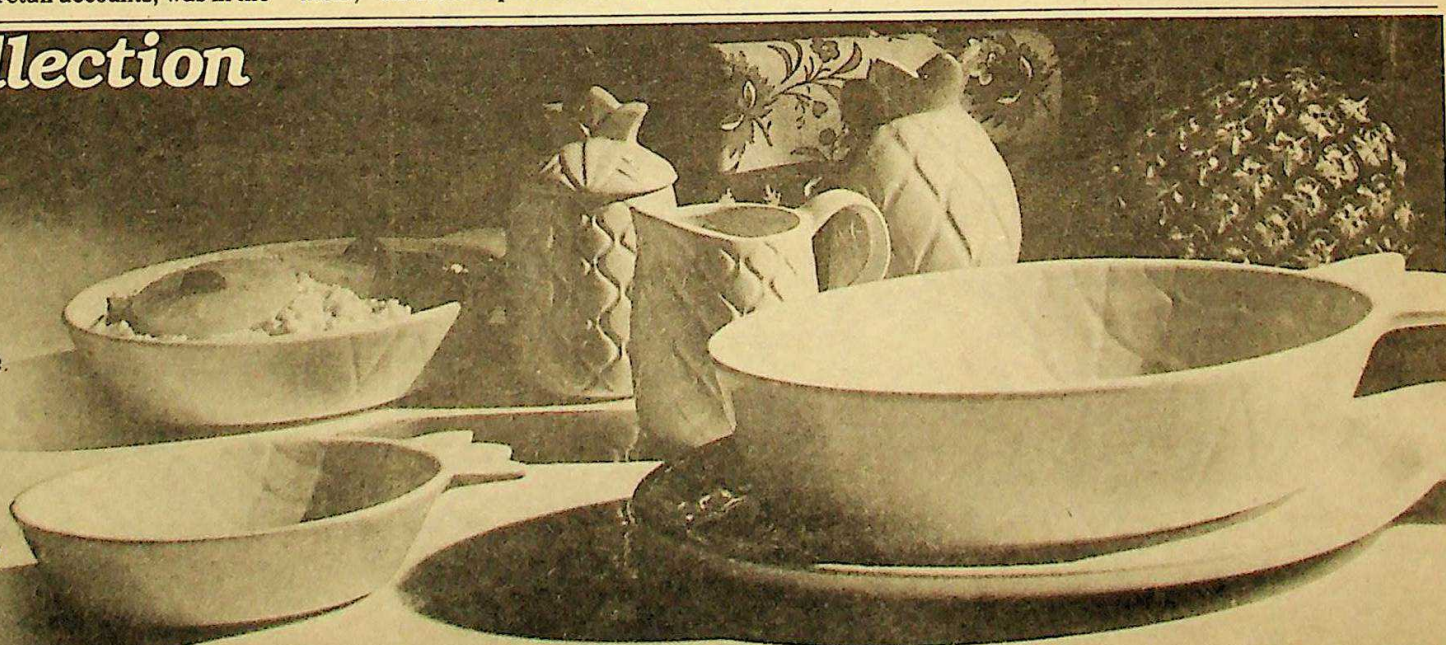
**KITCHENTECH:** George Webster, Chicago chef, attracted large crowds last week to Carson's new Kitchentech demonstration area during the store's "Great Chefs of Chicago" promotion. Page 34.

## Islander Collection

PINEAPPLE DESIGN

Beautifully designed, highly functional bakeware, serving dishes, and table accessories available in three different colors, Almond, Yellow and Antique White. All designed for use in microwave and conventional ovens. Attractively boxed in individual cartons, ready to sell!

**Nelson McCoy**  
A Lancaster Colony Company  
Nelson McCoy Pottery Company  
Roseville, Ohio 43777





## executive

## Federal Glass's McGrinder Joins Green

GREAT NECK, N.Y. — Hugh McGrinder, former key accounts manager for Federal Glass Co., has joined the Green Co., housewares sales agency here.

Green represents several housewares lines in the metropolitan New York-New Jersey area.

## Family Dollar Stores Appoints Elias MM

CHARLOTTE, N.C. — Bernie Elias has been named divisional merchandise manager of hard lines for Family Dollar Stores Inc. here.

Elias joins the firm from Giant Foods Inc., Washington, where he was general merchandise manager.

## Roehm Becomes VP At Tara Products

ST. LOUIS — Harry Roehm has been named vice president of sales and marketing for Tara Products Corp., manufacturer of microwave oven cookware here.

It is a new post.

Roehm comes to Tara from Wingaersheek Inc., Peabody, Mass., where he was vice president of sales.

## Phillips Products Taps Sherwin for Presidential Post

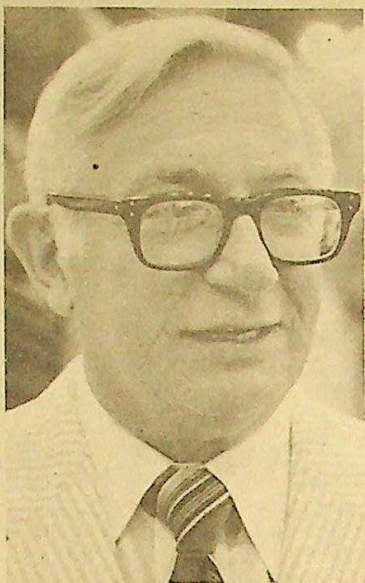
LEXINGTON, Ky. — D.S. Sherwin has been elected president of Phillips Products Co., manufacturer of planters and horticulture accessories.

Sherwin was executive vice president. His title as president is a new one, evolved from a reorganization of the Phillips Petroleum Co. division that split off the plastic pipe operation from Phillips Products to establish it as a separate subsidiary, Phillips Driscopipe Inc.

At the same time, W.R. Barrett was elected vice-president of Phillips Products. He is general manager of the company's Steamwood, Ill. business center that markets the planters and horticulture accessories.

## Frantz Will Direct Skaggs-Stone Sales

SAN FRANCISCO — Wayne Frantz has been named to the new



HARRY ROEHM

post of director of sales for Skaggs-Stone, general merchandise wholesaler to drug stores and other retail outlets in the 15 western states.

He will be responsible for the firm's field sales operations and promotional sales activity. Three regional sales managers will report to him.

Frantz was product manager for American Sun Mark at the McKesson & Robbins wholesale drug division here. Skaggs-Stone is a unit of McKesson & Robbins Drug Co.

## Basco Names Gillece Merchandising Head

CHERRY HILL, N.J. — Richard Gillece, divisional merchandise manager for Basco Inc., catalog-showroom here has been named director of merchandising.

Gillece is directly responsible for sales and merchandising of all non-jewelry items for the 11 catalog-showrooms in eastern and western Pennsylvania, south Jersey and Delaware.

## Retailers' Copperware Sales Gaining Despite Price Hikes

By LOYD HYPES

NEW YORK — Despite steadily climbing prices, housewares retailers across the country report sales of copperware up between 20 and 50 per cent over last year's figures.

Most retailers say that sales will be strong even in the late spring, when additional price increases between 10 and 20 per cent are put into effect.

Retailers attribute the boost in copperware sales to the gourmet trend, which has sparked interest in both decorative pieces and specialty cookware.

"IT'S A QUALITY STORY," is how a metropolitan New York department store buyer put it. "More and more people are discovering the advantages of entertaining at home, and decorating their kitchens with attractive cookware of high quality, regardless of price. Our copper sales are up about 40 per cent."

"Price points are not a big factor with copper," said a Washington department store buyer. "Our sales are up about 35 per cent and so are our prices. People are interested in better merchandise today."

Outside of ever-popular copper kettles, which make up about 40 per cent of copper sales, the decorative accessory category, including molds and lacquered pans, is the most successful, according to retailers. Other key items in the category are mixing



**MASS DISPLAYS,** — such as this one at Bamberger's Paramus, N.J., store are frequently used by department stores to dramatize copperware.

Brass and Kamenstein Inc.

**RETAILERS INDICATED THAT** there are two different copper shoppers. One shopper is more interested in decorative pieces, such as molds and accessory items. The other consumer is looking for utilitarian pieces, such as the heavier weight cookware and gourmet pans.

A Midwestern department store

There is a clear distinction between the types of copper items people will buy."

Most retailers feel that the decorative copperware category is far stronger than the utilitarian. "More people buy accessory pieces, like molds and lightweight saucepans for the wall, than heavy duty cookware," said a Miami department store buyer. "The cook of today may like to create exotic dishes, but doesn't want to clean and care for quality copper cookware. We are trying to educate the shoppers as to the care of copper and the advantages of cooking with heavyweight pans, but it will be a while before the consumer is ready."

A minority of retailers, however, find that copper has a natural appeal for the gourmet, and have done exceptionally well with sales of the institutional heavy cookware.

**"WE CARRY MOST** types of copper pieces," said the copper buyer at a Midwestern department store. "We do best with the All-Clad copper sets. Seven pieces retail at about \$279.99. The pans are lined with stainless steel and can also be ordered open stock. They're designed for the person who likes to cook."

**COPPER PRICES** will be raised again in May by many suppliers, some as high as 20 per cent. For more information on this second price increase, see Page 33.

bowls, canisters, and cookware — both lightweight and of heavier construction.

Popular price points vary from item to item, depending upon the resource and thickness of the copper piece. For instance, lightweight cookware sets with lacquered bottoms retail at about \$125, whereas the heavier cookware sets retail at close to \$300. Molds retail anywhere from \$8 to \$22.

Buyers said major resources are Benjamin & Medwin Inc., Old Dutch International, All-Clad Metalcrafters, Revere Copper &

buyer said, for instance, "We have different merchandise for different copper shoppers. Some people are only interested in the copper molds and decorative pieces. These items are generally constructed of thinner, lightweight copper. The other shopper is a real cook and chooses the durable heavy copper cookware rather than the lacquered pots and pans frequently displayed on walls unused."

Another buyer at a department store here said, "We separate the copper cookware from the molds by hanging kitchen utensil racks.

Stonecraft  
CHOCOLATE/ALMOND

A new Stonecraft series from Nelson McCoy Pottery Company. Almond base color with contrasting Chocolate brown stripes. Canister set, mixing bowls, cream and sugar, salt and pepper and more. Freezer to oven to table versatility. Dishwasher safe. And it's perfect for microwave oven use too!

**Nelson McCoy**  
A Lancaster Colony Company  
Nelson McCoy Pottery Company  
Roseville, Ohio 43777





# Espresso machines used to be for the select few. Now at \$79<sup>95</sup> there's one for the elite many.

## Introducing Pronto Caffé.™

Today more and more people are enjoying espresso and cappuccino at restaurants. And many would like to serve these fine dessert coffees at home.

Now they can. Because Continental Gourmet, a division of Conair Corporation, is introducing the first authentic espresso machine at a price everyone can afford: Pronto Caffé.

With a turn of a dial, it automatically brews espresso or steams milk for cappuccino. And it works with a pressure device just like the European models, for true espresso and cappuccino taste.

But that's not all. Pronto Caffé has a stainless steel coffee basket, a safety water reservoir that avoids spillover, a water reservoir cover that screws on securely for correct brewing pressure and a removable drip plate for easy cleaning.

And Pronto Caffé looks sensational too. With a continental design that's a pleasure to bring to the table.

Our promotions will make it look even better. There's a free 4-ounce can of Medaglia d'Oro® packed inside, a terrific offer for demitasse cups and spoons and in-store demonstrations throughout the peak seasons.

So stock up on Pronto Caffé. When word gets out there's an espresso machine that's priced for the elite many, your sales could put you up there with the select few. See us at Booths 1661-1663. The Chicago Housewares Show.

### Continental Gourmet





# SELLERS & BUYERS

## Training

### In-house schools educate sales staffs

Because factory salesmen are so important to the life of a housewares manufacturer, most companies have had training programs for years.

At Proctor-Silex, however, there was a period when no training program was available. "Someone would get a list of prices and then be turned loose" is the advice president of marketing, Tom McNeil describes the pre-program days.

"Now a salesperson is brought to Proctor-Silex for one week to see the plant, meet the people and get an idea of marketing, manufacturing, pricing and handling of forms," McNeil states, adding with a laugh, "and they learn how to fill out an expense account."

At Proctor and at most companies, most of the training is done in the field, although manufacturers shy away from the "sink or swim" method. New Proctor salesmen are placed in junior positions to work with established salesmen in major markets such as New York, Chicago, San Francisco, Dallas and

Atlanta. When they are ready to move on, they become salesmen with their own small accounts in different districts.

MANY COMPANIES postpone any formal training sessions until the newcomer has had a couple of months experience under the belt. "We get a lot more impact after three months than right at the beginning," explains Corning's sales manager, John Loose. "After people have been in the field for three months, our one-week orientation program is much more relevant."

Hamilton Beach brings its new sales staff up to headquarters in Waterbury, Conn., after five to six months in the field, according to Paul Ackels, national sales manager. They spend four days at headquarters to go through all headquarters operations and then head to one of the factory facilities to see that operation.

At the factory, Ham Beach adds a step many manufacturers don't even consider. New salesmen are required to

roll up their sleeves and put in time on the assembly line. "They pick up product knowledge that way and they pick up that Ham Beach makes a truly quality product," says Ackels.

At the end of the first six to eight months at Ham Beach, new salesmen spend another two weeks, including a week at the plant, for a "capsule refresher course," says Ackels. And, of course, the salesmen participate in the semi-annual sales meetings which last for three or four days.

GE conducts its training on three levels: By the zone manager with some input by senior sales officials, at sales meetings, and through separate regional sessions. A trip to corporate headquarters in to Bridgeport used to be part of the GE program, Chuck Fabso, general manager notes, but these visits were stopped because the sales force had adequate knowledge of the other areas within GE's housewares and audio division.

TRAINING PROGRAMS for manufacturers' reps aren't nearly as organized; most of the learning goes on in the field under other reps. The low man on the totem pole is often broken in through time-consuming organizational work.

"Missionary work" is the way Sam Esratty of Buchanan-Esra Associates describes the work assigned to newcomers at his sales organization. "He (the new salesman) works the small department stores and retailers and the mom and pops. It's some of the best training because many of these stores are very knowledgeable about pricing. And you can learn about competitive information and retail problems from them."

Esratty adds that he takes new salesmen along with him on sales calls "so they learn how to map out or belt an area and learn how to plan their days." But, he says, "The one thing you can't tell them is how to sell. No two people do it the same way."

# SELLERS & BUYERS

## Success

### Volume and personal rapport are goals

While dollar volume is one of the most important units of measuring success of factory salesmen, most manufacturer executives say it's not the only one.

"Sales is one good parameter," said Paul Ackels, national sales manager, Hamilton Beach, "but product mix is one of the best measures." He explained that a salesman can't sell just a hot product because he is obligated to move the entire product line. "We have to maintain a proper product mix in order to keep the factories running," Ackels points out.

Other factors are important, too. One company looks at the person's communicative skills and signs of potential management ability. "We need a man who can manage people. He also has to be a sound salesman or he can't direct or motivate his people," says one

executive.

SALES EXPERIENCE is an important background for those in marketing. The "exchange of people in sales and marketing" is common, said GM's Chuck Fabso, general manager for sales and distribution. But there's a separate marketing training program at GE.

"Good salesmen are expected to be proficient in a number of areas," explains Fabso. Advertising know-how, a sense of the competition and knowledge of the "disposition" of the national chains and catalog showrooms are all part and parcel of a salesman's job.

Success at GE, however, is measured primarily by how a salesman moves his sales budget. "We ascertain those people who have higher levels of qualification, and we do indicate that they have growth

potential," Fabso explains. "But management training is a separate process from sales training."

Success is measured quickly and easily by manufacturers' reps: "It's strictly volume," according to one rep. "We can't afford anything else; we can't afford nice guys."

"I prefer a good business sense," says New York rep. Don Fletcher, concerning success. "That's knowing what's going on in the marketplace and being able to adapt to it."

Phil Klein, another New York rep. claims it's sales that determine success: "The basic thing, of course, is sales. That's what tests the challenge and the motivation of the salesman."

But one rep points out that success will come only to the rep who knows which lines to handle. "It's their ability to seek out and find lines that are winners rather than losers."

### How distributors move salesmen

"When hiring salesmen, we prefer to have a man with two to five years of retail experience," says Thomas LeClair, general manager of Graybar Electric Corp. in New York. "If we hire from within the organization, the man would work up through a variety of jobs in the marketing group and then go out on the street."

Graybar usually hires two or three salesmen a month; these recruits usually are brought on by district managers.

LeClair says the giant distributor uses every possible means of training salesmen. While the on-the-job teaching is the best, he says, conventions, national seminars, and other schools that specialize in motivational selling are also used in the training program.

"In measuring success of the salesman," LeClair says, "we use three criteria: The bottom line,



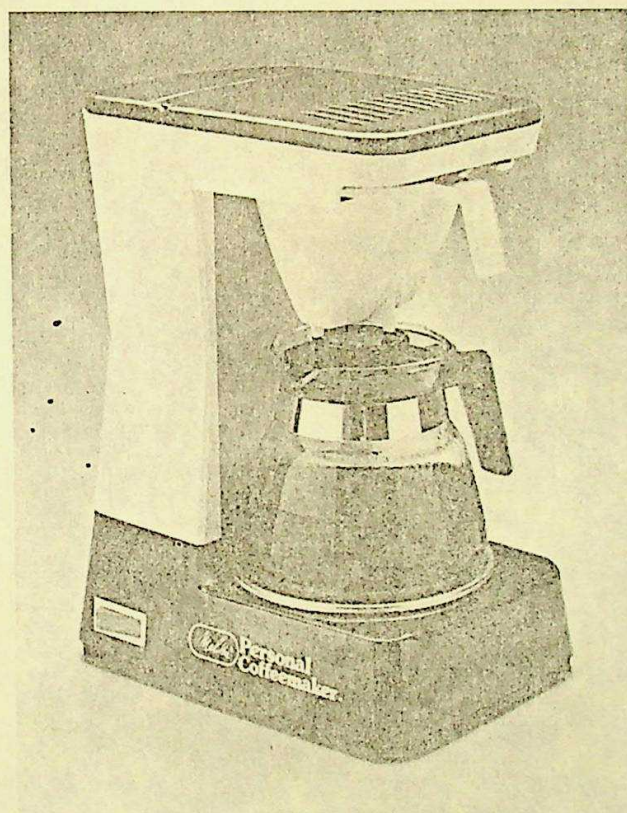
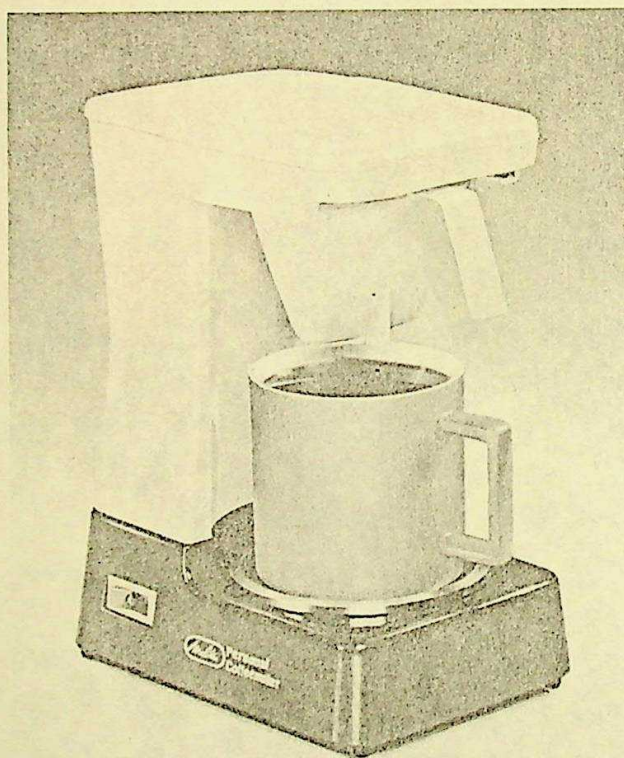
**THOMAS LeCLAIR**, general manager of Graybar Electric, prefers hiring salesmen with two to five years of retailing experience.

the dollar volume, and the penetration of a market, as near as we can determine it."



D7/309  
62MERCHANDISINGp. 36SEPT. 1978

# Melitta® Gets Personal



## The Personal Coffeemakers from Melitta make delicious coffee...and tasty profits, too!

Here's a new product with unique benefits: an automatic filter drip coffeemaker in one mug or two cup models that make fresh brewed coffee as easy as instant.

And it comes complete with the same quality features you'll find on larger units: lighted on-off switch, slide-in filter top, hinged reservoir lid, a warming plate

and a one year warranty, plus new colors as exciting as the whole idea.

What a great way to get fresh coffee, wherever and whenever it's wanted, with no waste. There are fifteen million one person households just waiting for their Personal Coffeemakers.



For Further Information, Contact — MELITTA INC. 1401 Berlin Rd., Cherry Hill, N.J. 08003



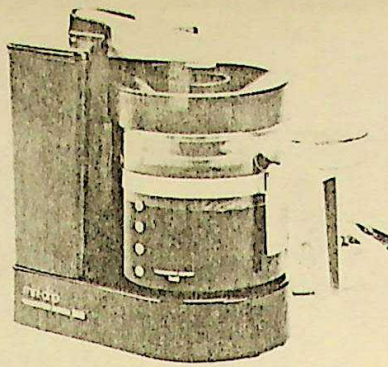
### Small quantity brewer

The Hamilton Beach Mini-Drip Coffee-Tea Maker is ideal for brewing small quantities of liquid.

It is designed to distribute water evenly over grounds. The Mini-Drip has a glass carafe serving as a water-measuring container, an easy-fill, covered water compartment and an automatic control for warming.

**Design:** Hamilton Beach, Waterbury, Conn.

**Manufacture:** Hamilton Beach, Waterbury, Conn.



MAY/JUNE 1978

INDUSTRIAL  
DESIGN

P. 23

### Coffeemaker plus

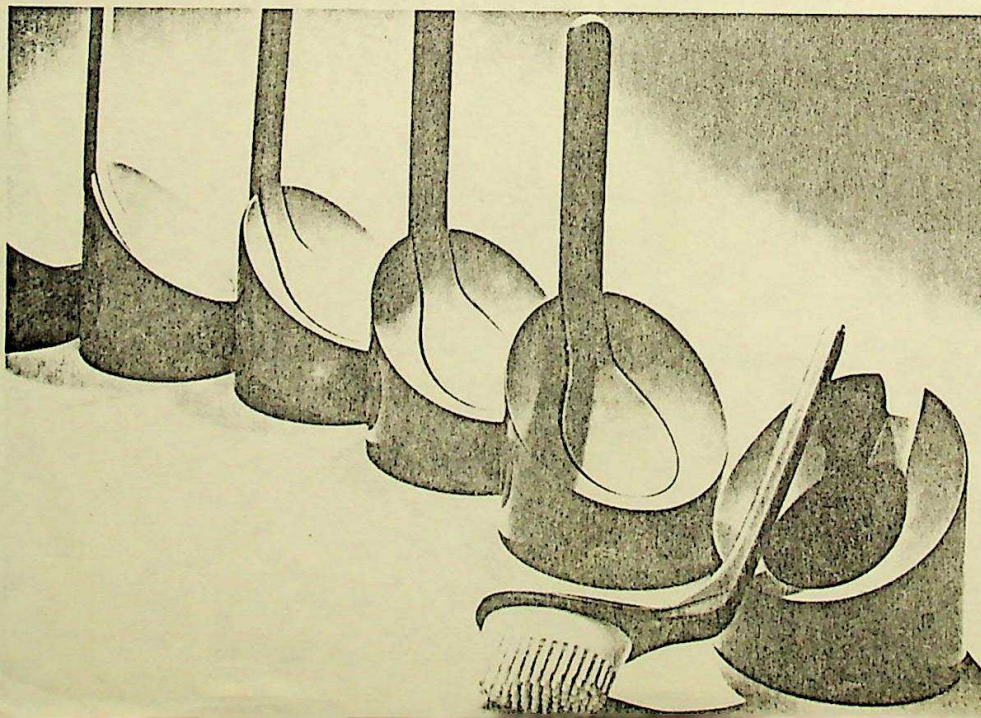
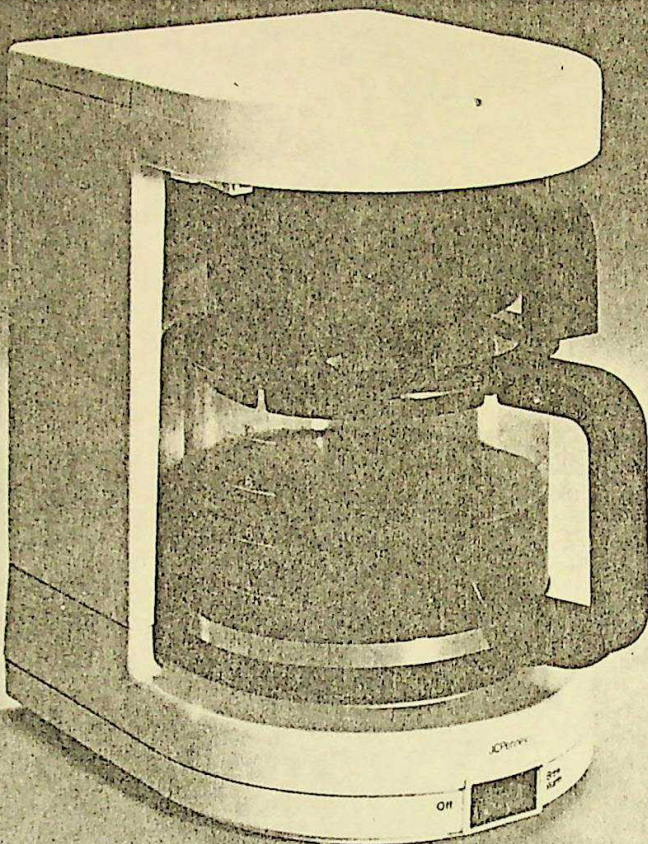
The JCPenney drip coffeemaker features a permanent plastic filter and can brew up to ten cups of coffee in less than ten minutes. The unit, which can also be used with paper filters, keeps coffee at serving temperature with an automatic thermostat.

Other features include a "shower head" water dispenser that distributes water evenly, a shortline cord for safety and a removable coffee basket.

The unit is injection molded ABS.

**Design:** JCPenney, New York, Michael Boehm, J. Christopher Hacker, Joan Grieb, Marion Costa.

**Manufacture:** Munekata, Japan.



### Johnny mop

This sculptural-looking toilet brush is part of the design collection at the Museum of Modern Art.

Not only is it handsome, but solidly functional as well. It has a removable brush head and is made of an extra heavy ABS plastic.

**Design:** Makio Hasniki



D7/62  
309

Get  
a warm feeling  
even before  
you drink the  
coffee.



**Farberware's Country Design Coffeemaker.**

Farberware thinks a coffeemaker should be a pleasure to look at as well as to use.

So we created the new Farberware Country Coffeemaker.

Its handsome cabinet blends beautifully with any surroundings. What's more, the Country Coffeemaker works beautifully. It makes from 4 to 12 cups of perfect coffee at a time. At the rate of one cup a minute. And it cleans almost as fast as it makes coffee.

Farberware's new Country Coffeemaker. A beautiful combination of country charm and Farberware dependability.

If it's worth doing, it's worth doing right.

**FARBERWARE**  
Subsidiary of Walter Kidde & Company, Inc.  
**KIDDE**

Better Homes  
& Gardens p. 188

FOOD April 1978

D7/62 **Family-ple  
meat loaf**

Nothing beats a meat loaf for bill while pleasing your family. B making that old favorite even bett



Photographs: Dieter

**SAUCY ITALIAN SQUARES**

- |   |       |
|---|-------|
| 2 beaten eggs                                 | 1/2 t |
| 1 15- or 16-ounce jar spaghetti sauce         | Das   |
| 1/4 cup water                                 | 1 p   |
| 1/4 cup chopped onion                         | 1 p   |
| 2 1/4 cups soft bread crumbs (3 slices bread) | 8 c   |
|   | s     |
|   | Hot   |

In mixing bowl combine eggs, sauce, the water, onion, bread cr. Add ground beef, ground pork, and into 9x9x2-inch baking pan. Bake. Drain off excess fat. In small sauce ghetti sauce. To serve, place one some spaghetti on each dinner p spaghetti. Makes 8 servings.

- For a juicy and light meat loaf, thoroughly combine the crumbs, seasonings, and egg, then add the meat. Handle the meat as little as possible to avoid a compact meat loaf texture.
- For small, individual meat loaves that bake in less than half the time of a large loaf, pat the meat mixture into muffin pans; bake in 350°



ore

Antique  
Finish

by  
MINWAX®

Hard Finish  
Soft Lustre

lage

es about cur-  
food. Some  
designed for  
meet for sev-  
nes a week.  
chment pro-  
ree to senior  
might be \$40

at Berlitz or  
uage school.  
ols in North  
many more  
ze the audio-  
ching foreign  
is their "To-  
: You are im-  
for ten hours

or more, de-  
guage needs.  
s assigned to  
anies you to  
tantly speak-  
guage.  
own of these  
want to com-  
private lan-  
area. To be  
s, check with  
reau to see if  
ints.

guage schools  
a three-hour-  
basic group  
lay for inten-

D7/62

sive private instruction.

5. Enroll in a correspondence course. A typical beginner's course costs about \$125 for a four-hour-credit college course in a private correspondence school. A typical university correspondence course costs about \$20 per credit (you pay extra for required texts and recordings). Remember, though: You must be highly self-motivated to do correspondence school work; otherwise you won't succeed. Also, if you wish to hear the language so you can learn to understand the spoken word and pronounce things correctly, you'll need recordings or time with

find a qualified teacher-speaker of the language, you might find you can work well together on a one-to-one basis. This method can be very expensive (from \$5-\$10 an hour) and it also can be stressful for both tutor and pupil. Even so, for some people a tutor is the best way to learn a foreign language.

7. Study phonograph and tape recordings on your own. Make sure you draw up a learning schedule and stick to it—regardless of distractions. To test this method, try your public library's language recordings before buying your own. (Typical beginner's sets cost from \$8.60 to \$18.) If you decide to purchase cassettes or records, listen to them carefully to be certain the voices on them are clear, they leave enough time to repeat phrases, and the vocabulary is useful to you.

8. Study phrase books (books that give you the grammar basics of the foreign language as well as frequently used expressions) on your own. Some of the best known phrase books are published by Harper-Bantam, Berlitz, and Dover. A typical price is two dollars. Again, will-power is essential. If you want to speak as well as read the language correctly, you'll also need recordings, or someone to speak the language with you. Dictionaries can help you, too. Be certain you get up-to-date American English translations, not British. ■

(Produced in cooperation with Donna Paananen.)

or re-  
finish

choose from 15  
rich penetrating  
colors.

Then, add  
protection  
with clear  
Polyurethane  
or  
Finishing  
Wax.



a native speaker, in addition to the written study materials.

For more information, write:

• National Home Study Council, 1601 Eighteenth Street, N.W., Washington, D.C. 20009. Ask for their "Directory of Accredited Private Home Study Schools."

• National University Extension Association, Suite 360, One Dupont Circle, Washington, D.C. 20036. Send \$1 for their "Guide to Independent Study Through Correspondence Instruction."

Both booklets are available in many public libraries.

6. Hire a private tutor. If you can

it's easy...

Send for FREE 16-page booklet  
"Tips on Wood Finishing".

Also color card and name of nearest dealer.

MINWAX CO., INC., BOX 995, DEPT. BH-48  
72 OAK STREET, CLIFTON, NJ 07014

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_





D7/62<sup>309</sup>**EL REXENE®**

MAR/APR 1978

# polypropylene resins help West Bend keep perking.

INDUSTRIAL  
DESIGN p. 4

Dependable operation, long life—and a good cup of coffee every time—are what consumers look for in an automatic coffee maker. Two EL REXENE polypropylene injection molding resins\* are helping West Bend QuikDrip® coffee makers meet these requirements in the highly competitive small appliance market.

The cover, spout and basket of the coffee maker require a resin with high rigidity and toughness, plus heat and stain resistance. For these parts, West Bend chose EL REXENE PP11 resin. It fills the thin-section, complex mold easily and permits high speed operations.

The appliance's water reservoir demands resistance to wet/dry cycling, in addition to toughness, stiffness and durability. Here, a special grade of EL REXENE PP14 type copolymer that can withstand severe environmental conditions is used.

Like all EL REXENE polypropylene resins, our PP11 and PP14 series are "clean", i.e., low in residual catalysts and other contaminants. This means they

give optimum, trouble-free production runs, with good mold release properties and minimum rejects. Both resin types conform to FDA regulations.

The full line of EL REXENE polypropylene resins for injection molding covers applications ranging from general molding uses to medicine vials, hypodermic syringes and automotive and

machine parts. A brochure describing these and other EL REXENE polypropylene resins for film extrusion, blow molding, fiber and filament use is now available. We'd like to send you a copy.

\*Produced in jointly-owned facilities with El Paso Products Co., a subsidiary of El Paso Company.

EL REXENE is a registered trademark of Dart Industries Inc.



## REXENE POLYOLEFINS CO.

A DIVISION OF DART INDUSTRIES INC. CHEMICAL-PLASTICS GROUP

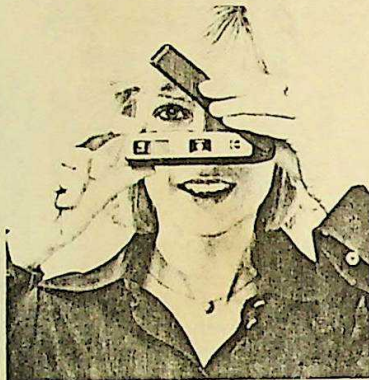
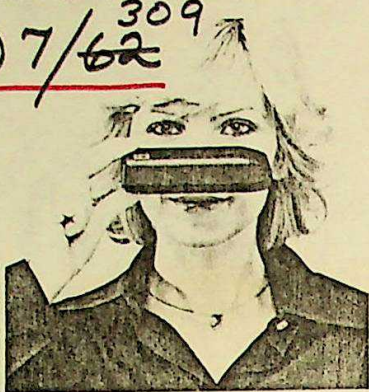
W. 115 Century Road, Paramus, N.J. 07652 (201) 262-6500

CIRCLE 3 ON READER-SERVICE CARD



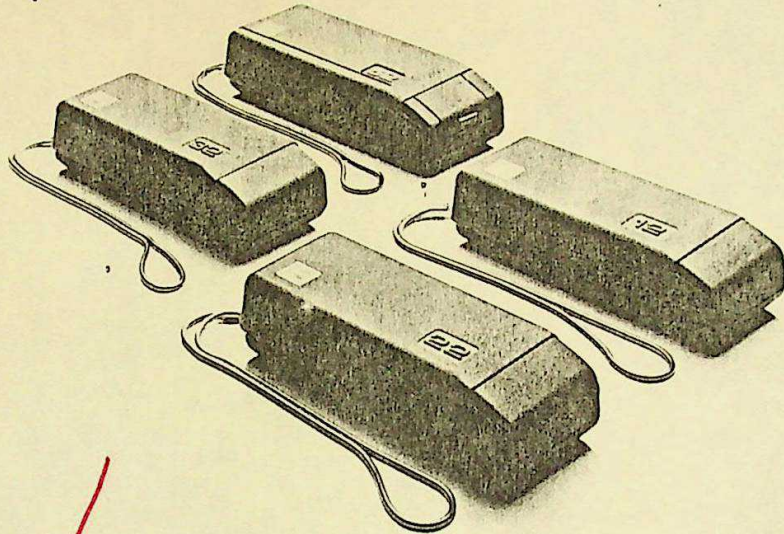
„die dritte Generation“ (Kodak) dieser jetzt auf den Markt kommenden Pocket-Kameras. Nachdem be-

D 7/62 309



reits jede zweite in Deutschland gekaufte Kamera eine »Pocket« ist, positioniert die Kodak mit dieser Neuentwicklung ihre Marktstellung durch eine differenzierte, unverwechselbare Gestaltung:

FORM 81  
1-1978  
P. 46

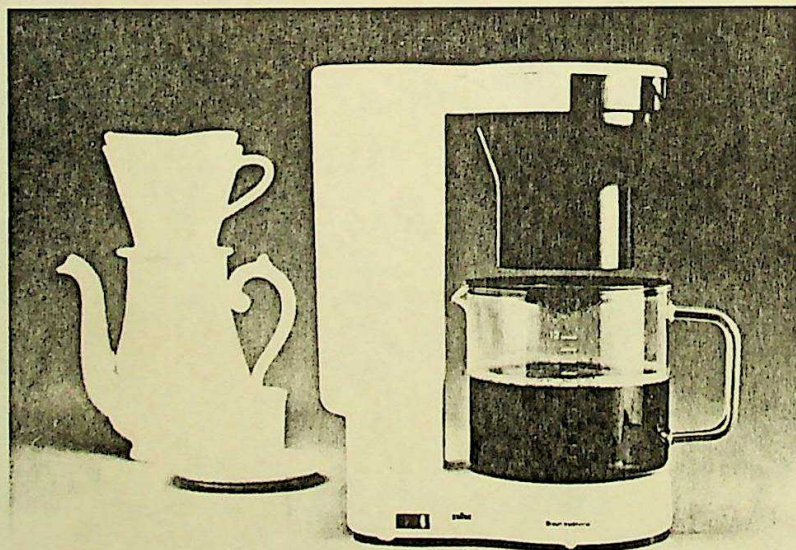


tung erleichtern ein Karrierekonzeptiv und Kratzern schützen. Kürzere Belichtungszeiten, einen besseren Auslöser, scharf und den. Und: Sie tasten Empfindlichkeit, dacolor 400, der jetzt in geliefert wird. Dazu gibt es entwickelte



und – in Kodak Ektra« sowie elektronische Kodak-Werk

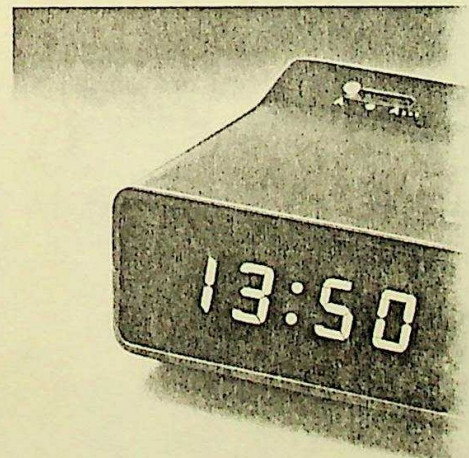
Pocket-Altmoderata-Etui ist zu greif.



...nicht schöner, aber zweckmäßiger ist Brauns neuer Kaffeeautomat »traditional«, der als Alternative zum bewährten »aromaster« hinzukam. Das neue Prinzip ahmt Omas altes Hand-Filterprinzip nach:

Zur guten Ausnutzung wird das Kaffeemehl erstmals aus einem breiten »Duschkopf« vorgebrüht und erst nach einer Brühpause voll ausgelaut. Unverständlich: der (heiße) Glasgriff. Preis: ca. 89 DM.

## Formale und gebrauchstechnische Varianten



...im Trend zu flach-gestreckten Digital-Tischuhren: Die »Checktime« von Krups – große Zeitanzeige mit funktionsgünstiger Anordnung der Bedienungselemente auf der nach vorn gerichteten, flä-

chigen Omatik wird die Vorderseite abgesenkt zeigt ein Krups, S



D7/62  
309



## Today the Elm Street Woman's Club is drinking perfect coffee.

Are you? JAN., 1978  
GOOD HOUSEKEEPING  
p. 71

Maxwell House® A.D.C.® brand coffee is so good it's recommended by 4 machine makers. Result: Perfect coffee!

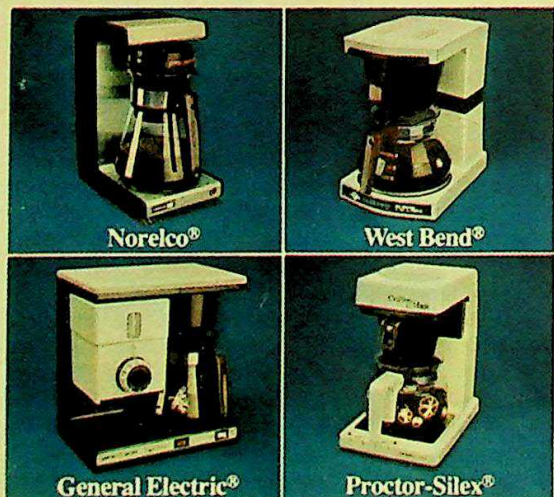
Whether two cups or twelve, the new coffee makers are the fastest, most convenient way to make coffee.

And Maxwell House A.D.C.® brand makes it...*perfect coffee*.

Perfect...because A.D.C.® brand is specially blended and ground for perfect taste in the new coffee makers.

One sniff, one sip and *you* will become one of millions of Americans who are now enjoying it every day.

If you've got a special coffee maker, get a special coffee: A.D.C.® brand coffee, *only* from Maxwell House.



They all recommend A.D.C.® brand coffee.





their feces; pigs and cattle harbor it in the tissues you eat. An adult shrugs off the effects of this particular bug, but the unborn may suffer mental retardation and blindness.

**Paints, Aerosols and Household Sprays** have organic chemical bases. After you breathe them in, they may enter your bloodstream and be shuttled to the tissues of your unborn child. Minimize your exposure to aerosols by using liquids, roll-ons or replacements when possible. Don't refinish furniture or paint in poorly ventilated places. If you can smell the vapors, your baby is likely to be exposed.

**Rubella**, also known as three-day or German measles, may produce no symptoms in the mother or only minor aches, low-grade fever and a mild rash. But what it does to the unborn is diabolical. Deaf, blind, retarded, stunted, with internal organs malformed and misshapen, the rubella baby bears lifelong scars.

A simple blood test tells your doctor whether you are immune to rubella. Don't rely on memory. If you are immune, your unborn child is safe. If not, you can be vaccinated. But get your blood test *before* you become pregnant. Once you're pregnant, it may not be safe to have the vaccine. And be sure your children are vaccinated so they can't transmit the illness to you.

**Measles** (regular measles, not German measles) can also cause trouble. If the measles virus attacks the mother in the first five months of pregnancy, the baby frequently dies. Get vaccinated if you've never had measles.

**Influenza** in the first five months can play havoc with the unborn, even cause death. If an epidemic is expected during your pregnancy, get the vaccine. You can take it while you're pregnant.

**The Common Cold** is not dangerous. The unborn shrugs it off as easily as you do.

**Common Viruses** that give low-grade fevers, occasional aches and pains, short-lived coughs and intestinal disturbances are, for the most part, not serious threats to the unborn. The term "flu" is used for many of these ills, but most are not true influenza, which may endanger the developing child.

**Bacterial Diseases**, such as strep throat, kidney infections, bladder infections and pneumonia, usually do not harm the fetus. However, if the pregnant woman becomes desperately ill, prolonged, high fever, inability to eat or an episode of shock can lead to miscarriage.

Be sure, therefore, to get prompt medical attention, before a minor illness goes out of control.

**Herpes Simplex** is a viral infection that produces blister-like lesions—common cold sores. The most serious for the unborn is venereal herpes, which attacks the genital area and is transmitted by sexual contact. Herpes can be a little problem for you, but your child may be infected inside the womb or in the birth canal. In the newborn, the virus involves nearly every organ and kills about 70 percent of infected babies. Have regular gynecological checkups during pregnancy. See your physician at once if you feel or see small genital blisters.

**Gonorrhea and Syphilis (VD)** are bad news for the unborn. Overwhelming eye infections and permanent blindness used to ravage thousands of newborns whose mothers had gonorrhea. Today the horrid fate is less common, because most babies are treated at birth with silver nitrate eye drops that kill bacteria. But blind babies, victims of gonorrhea, do appear. Be safe. If there is a chance you may have been exposed, get a checkup. If a burning, itching or vaginal discharge crops up, see your doctor at once.

Syphilis, a nightmare for the unborn, leaves a path of destruction that includes death before delivery, severe anemias, mental retardation, blindness, deafness and facial deformities. The only sure way to avoid this killer is to minimize exposure. Keep in mind that sexual intercourse is the only major way it is passed along. There is no vaccine, but a blood test tells whether you've been exposed and it should be taken before you're pregnant and regularly during pregnancy. If the test is positive, treatment with antibiotics will eradicate any threat to you and your unborn child.

Keeping your unborn baby safe doesn't mean locking yourself in your home for nine months. Reasonable precautions, routine checkups, blood tests, vaccinations and prompt treatment of infections will go a long way toward helping your child grow safely. Remember, from the moment you become pregnant you are a new mother.

—Ronald E. Gots, M.D., Ph.D.  
Material adapted from "Caring for Your Unborn Child" by Ronald E. Gots, M.D., Ph.D., and Barbara E. Gots, M.D., published by Stein and Day, 1977. The Gotses have three children and live in Bethesda, Md. He is president and director of the National Medical Advisory Service.

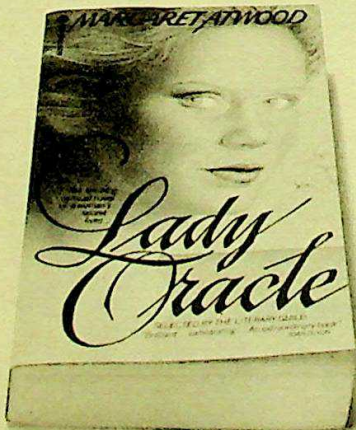
## ***Lady Oracle.* Margaret Atwood's startling, explicit novel of a woman's secret lives.**

*Her husband thinks she is a shy, docile housewife, while her lover sees her as an uninhibited sensualist. Her public knows her as Lady Oracle—mystical poetess extraordinaire—and also as a dime-store Gothic novelist. No one knows she is all of these at once. Then a blackmailer threatens her with multiple exposure and she discovers the perfect way out of her tangled life—her own carefully faked suicide!*

Selected by the Literary Guild.

*"Brilliant...exhilarating...  
An extraordinary book."*

—Joan Didion



An **AVON** paperback. \$1.95



D15/113  
D7/309

PAGESETTERS

# Our polypropylene resins help West Bend coffee makers keep perking.

P. 52

APPLIANCE

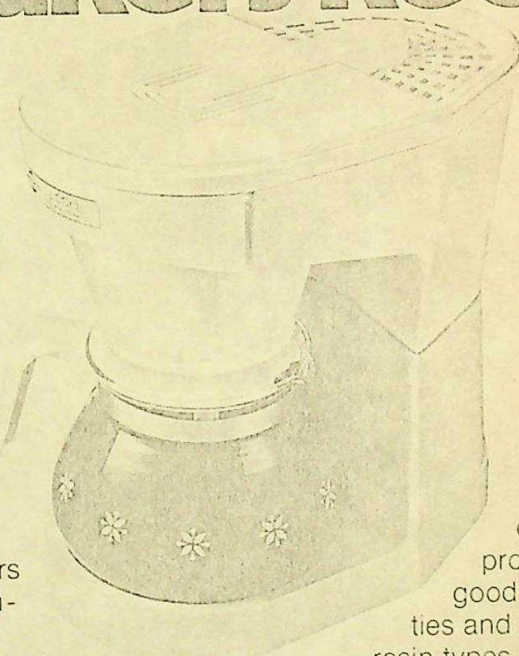
DEC, 1977

Dependable operation, long life—and a good cup of coffee every time—are what consumers look for in an automatic coffee maker. Two EL REXENE® polypropylene injection molding resins\* are helping West Bend QuikDrip® coffee makers meet these requirements in the highly competitive small appliance market.

The cover, spout and basket of the coffee maker require a resin with high rigidity and toughness, plus heat and stain resistance. For these parts, West Bend chose EL REXENE PP11 type resin. It fills the thin-section, complex mold easily and permits high speed operations.

The appliance's water reservoir demands resistance to wet/dry cycling, in addition to toughness, stiffness and durability. Here, a special grade of EL REXENE PP14 type copolymer that can withstand severe environmental conditions is used.

Like all EL REXENE polypropylene resins, our PP11 and PP14 series are "clean", i.e., low in residual catalysts and other contaminants. This



means they give optimum, trouble-free production runs, with good mold release properties and minimum rejects. Both resin types conform to FDA regulations. The complete line of EL REXENE

polypropylene resins for injection molding covers applications ranging from general molding uses to medicine vials, hypodermic syringes and automotive and machine parts. A brochure describing these and other EL REXENE polypropylene resins for film extrusion, blow molding, fiber and filament use is now available. For a copy, write or phone:

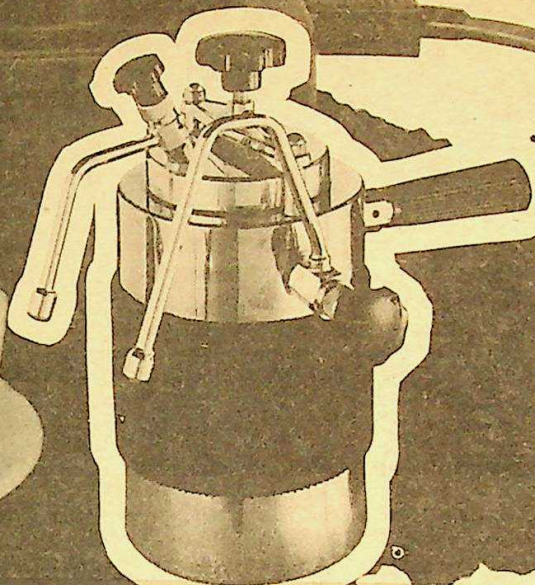
## REXENE POLYOLEFINS CO.

Division of Dart Industries Inc., Chemical Group  
W. 115 Century Road, Paramus, N.J. 07652  
(201) 262-6500

Circle 337 on Reader Service Card.



MADE IN ITALY



Vesubio espresso/cappuccino maker.  
Of gleaming stainless steel.  
Imported from Italy. 9-cup.

D7/62 309

dables furniture at Famous-Barr Co. He was a department manager at the Northwest Plaza branch and succeeds J. Michael Touhey, resigned.

In other appointments, Peggy L. Farrell becomes general manager of the South County branch, succeeding Ted Hodges, named men's clothing divisional merchandise manager. Farrell was associate general manager at South County and is succeeded by William D. Wood, who was division manager for the home store in the St. Clair Square branch.

Dennis R. Rees, director of safety, adds responsibility for consumer product safety. This had been under Warren A. Davis, who recently resigned as vice-president for planning and research.

housewares

## Jordan's Beams In on M'OvenUsers

### Cookware Shop Presents Informative Display of Accessories

BOSTON — Owners of microwave ovens are the target of a new cookware shop in Jordan Marsh Co.'s downtown store.

The Boston department store chain has set up a microwave oven accessories display within the housewares department, set apart with special signing and an oven borrowed from the major appliances department two floors up.

Robert Mettler, Jordan's general merchandise manager, home furnishings, told HFD, "Customers need to be told" what can be used in microwave ovens.

visible from the escalator, calls attention to the shop, which includes a gondola display and an adjoining table.

**THE TABLE IS SET** with ovenproof dinnerware which can go directly from the microwave oven to the table. Grouped around the place setting are other microwave accessories, including a cookbook and a basket of microwave oven thermometers; Micro-Therm's for \$10.99 and Taylor's for \$11.99.

A few cookware items are on the table, drawing shoppers into the main cookware display on the

Anchor Hocking's bacon pans, muffin pans and baking rings are shown, along with Corningware and Corning's Grab It lines. An assortment of Pyrex bowls and casseroles is featured.

**MICROWAVE OVENWARE** by Serena in casseroles, loaf dishes and bowls retails for \$30 for a four-piece set, \$9 to \$10 for individual pieces.

Jeannette's Glasbake Wickerware — ovenproof dishes with wicker serving cradles — is available in a variety of pieces around \$6 to \$8.



## personnel

**ABRAHAM & STRAUS** (Brooklyn)

Robert McNally has been named electric housewares buyer, succeeding William Noering, who has retired after 41 years with the store.

McNally was television buyer for the store. No successor has been named to that post.

**REPUBLIC MOLDING CORP.** (Chicago)

William Wolf Jr. has rejoined the firm as executive vice president.

A 23-year veteran of the



# Coffee—They're Just Brewing It Better.

## *Signo Cappuccino*

For the finest  
espresso/cappuccino  
It's In the Steam!

Electric  
espresso/cappuccino  
demitasse cup and saucer  
coffee beans from  
all over the world



Italy is the  
birth place  
of that dark  
and inky  
beverage,  
Espresso.

It's made by forcing  
steam rather than  
water through the cof-  
fee grounds. You can  
not make it with your  
percolator, no matter  
how strong the coffee  
is.

The side valve is for  
steaming cold milk  
for Cappuccino.  
Cappuccino is  
made by mixing  
milk with Espresso.  
It's a wonderfully  
mellow brew, and if  
you can add milk,  
why not Brandy or  
liqueurs or what-  
ever other flavor-  
ings you want? Try  
your Espresso  
many different  
ways and you'll see  
what a delightful  
and versatile drink  
it can be.

company's chief operating officer  
from 1974 to 1976, when he left to  
become president of Alladin  
Plastics, Inc.

Wolf previously was president  
of the David Douglas Co. before  
establishing his own sales agency  
and marketing consulting firm in  
1972.

Earlier, he was associated with  
the Mirro Aluminum Co. as  
director of marketing and with  
Fesco Operation as executive  
vice president.

### ALADDIN INDUSTRIES (Nashville, Tenn.)

David A. Lewis has been named  
national sales manager, Con-  
sumer Products Division.

In his new position he will  
report to the division's vice presi-  
dent of sales, George W. Cole.  
Lewis was formerly regional  
sales manager for Breneman,  
Inc., Cincinnati.

### ALUMINUM SPECIALTY CO. (Manitowoc, Wis.)

Gary Waak was named to the new  
position of vice president of  
marketing.

He will be responsible for the  
proprietary lines of housewares  
and toys. Joining Aluminum  
Specialty in 1955, Waak's most re-  
cent position was vice president of  
the toy division.

### *Craft Named Buyer At Famous-Barr*

ST. LOUIS (FNS) — Dennis  
D. Craft has been named



D 7/62 309

## news & views

### Man Behind the Machine

It wasn't just the \$59.95 price point that accounted for over 5,000 sales of the American Food Processor during May at Zabar's, the New York gourmet food shop. According to Mal Sherman, national sales manager of the American Electric Corp., Murray Klein, co-owner of the single-unit, 2,000-sq.-ft. store, has a customer allegiance that borders on blind faith. "His following is tremendous," said Sherman. "If he endorses something, Zabar's clientele buy it without question."

Sherman called American Food Processor sales at Zabar's "phenominal, the most sold in any one month by any one retailer."

Besides the plaque, American Electric and the New York reps, Marketing East Industries gave Zabar's the honor of presenting a third-generation American Food Processor which features a new bowl handle, motor braking system and four new blade attachments for a total of eight cutters. There will be no price change on it, said Sherman.

### Food Processors Revisited

The New York Times went back to the food processor market last week to test some of the machines that have been introduced since the newspaper's Living Section gave the Cuisinart top honors a few months ago. Cuisinarts' top of the line machine won out again, but this time each of the seven units in the fast batch received a passing grade



**THERMAL DRIP COFFEEMAKER** — This new \$60 unit from Krups drips eight cups into an insulated mug. It is part of the European manufacturer's line for 1977, "our second year in this country," says Michael Kramm, vice president of sales and marketing. At the Stork Club in New York, where the line was previewed, Kramm noted other changes for this year. "I can speak English good enough to talk to everyone," he bragged.



LA MACHINE™  
IS COMING!

LA MACHINE™  
IS COMING!

LA MACHINE™  
IS COMING!

LA MACHINE™  
IS COMING!

LA MACHINE™  
IS COMING!

MACHINE™  
IS COMING!

MACHINE™  
IS COMING!

MACHINE™  
IS HERE!

MACHINE™



D 7/62 309

# RETAILING HOME FURNISHINGS

JUNE 13, 1977

SECTION 1 P.54

BOTTOM RIGHT



**SALTON'S LE CAFE**

## **SALTON INC. (New York)**

The company has introduced Le Cafe, an appliance that can be used to make espresso, capuccino or regular coffee, for a suggested list price of \$120.

Le Cafe, Model EX-4, will make two to four cups of filter coffee and two to eight cups of espresso or capuccino, and can heat and foam the milk for capuccino.

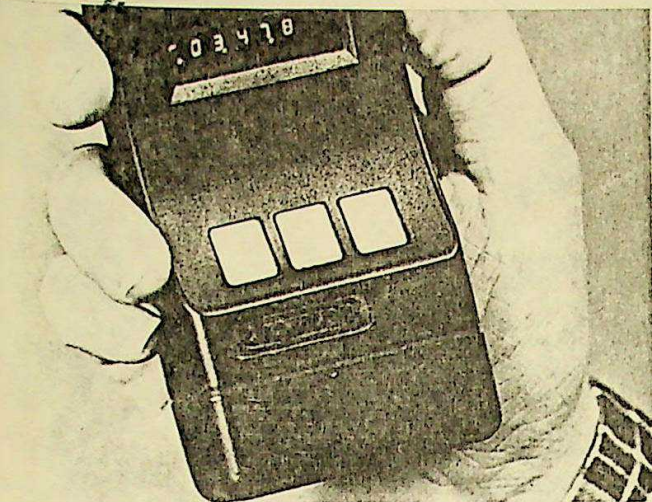
Salton has reintroduced Smorgasbord hot-tray Model H-970. Almost 4½ feet long, the tray carries a suggested retail price of \$90. It features adjustable temperature control and a "sun-spot" for hot beverages.

A new model of the Salton

Quick Mill, GC-4, also has been introduced. The mill, with a suggested list price of \$11.95, can grind coffee, spices, nuts, seeds, beans and bread crumbs. It has a high-speed cutting blade and contoured hopper for uniform grinding.

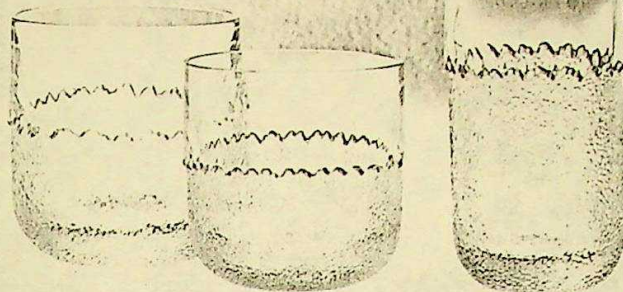


7/309



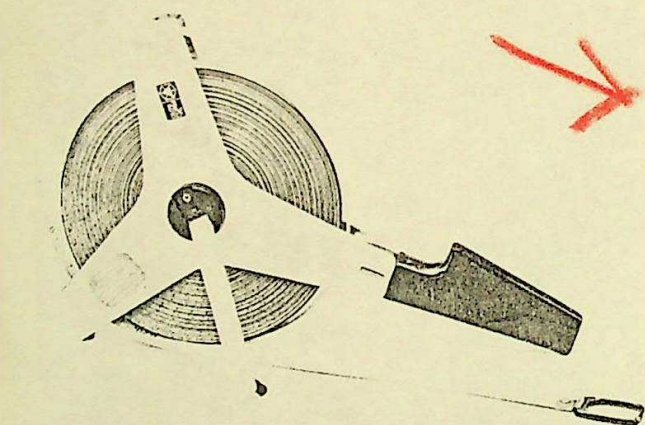
«Digistop» digital stopwatch, with a unique memory which permits five times to be measured simultaneously. It indicates minutes, seconds and 1/10ths, 1/100ths and 1/1000ths of a second.  
Prod.: Janic, Stoccolma.

«Digistop» digital stopwatch, with a unique memory which permits five times to be measured simultaneously. It indicates minutes, seconds and 1/10ths, 1/100ths and 1/1000ths of a second.  
Prod.: Janic, Stockholm.



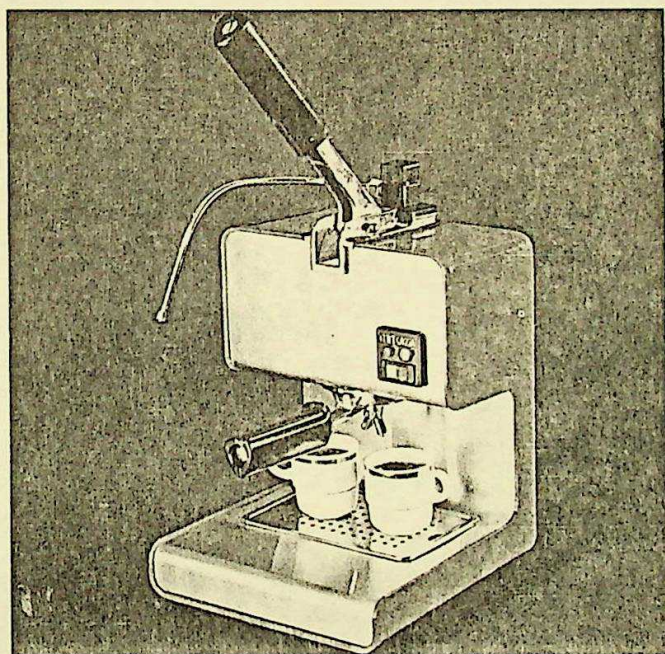
Bicchieri in cristallo della serie «Sami».  
Design: Sami Wirkkala.  
Prod.: Arnolfo di Cambio, Colle di Val d'Elsa (SI).

Crystal glasses of the «Sami» series.  
Design: Sami Wirkkala.  
Prod.: Arnolfo di Cambio, Colle di Val d'Elsa (Siena).



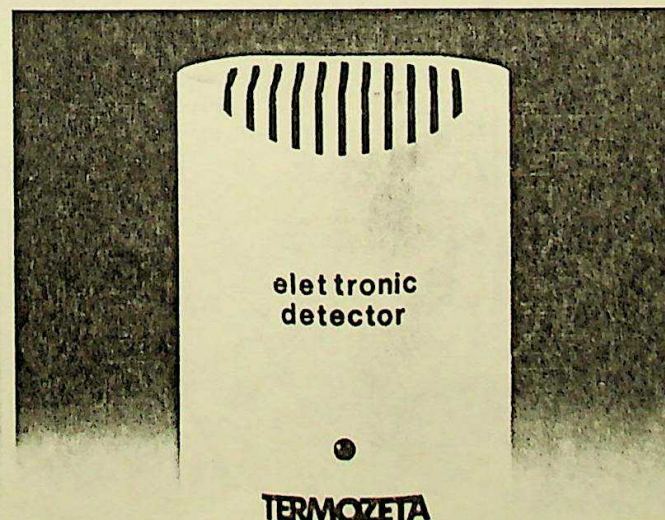
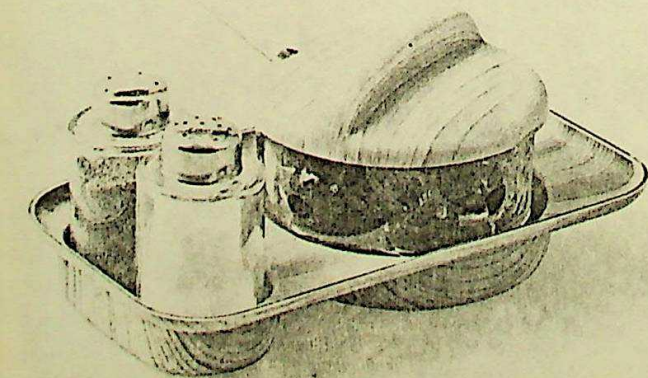
«Stabile» polyamide metric jack. Measures 50 metres.  
Prod.: Kramer Edwin E., Milano.

«Stabile» polyamide metric jack. Measures 50 metres.  
Prod.: Kramer Edwin E., Milan.



«Mini Gaggia Vapor», domestic espresso machine for preparing coffee and tea. Available in several bright colours.  
Prod.: Aplimont, Barcellona.

«Mini Gaggia Vapor», domestic espresso machine for preparing coffee and tea. Available in several bright colours.  
Prod.: Aplimont, Barcellona.



8.725

DOMUS

APRIL, 1977

OPINIAI E DEI I A BRONDI ZIONE



Für die Bequemlichkeit, Kaffee nicht mehr »von Hand« zu filtern, müssen Sie zwischen 35 und 150 Mark ausgeben. Eine Preisspanne, die auf den ersten Blick kaum zu verstehen ist. Denn bei den preiswerten handelt es sich keineswegs um kleine und bei den teuren keineswegs um große Geräte. Die Preisunterschiede lassen sich nach unserer Meinung nur durch mehr oder minder bessere Verarbeitung erklären. Doch machen Billigangebote zur Zeit teurer Wertarbeit den Rang streitig. Zum Preiskampf stellten die Berliner Warentester im November '76 fest, daß bei den billigen Geräten häufiger Sicherheitsmängel auftraten als bei den Kaffeecautomaten der höheren Preisklassen.

Die Haushaltskaffeemaschinen werden in unterschiedlichen Größen angeboten. Die kleinsten von ihnen bereiten bis zu vier Tassen Kaffee zu. In der nächst größeren Gruppe findet man Geräte mit sechs oder acht Tassen Inhalt. Die größten Automaten können zehn, zwölf oder 15 Tassen Kaffee auf einmal zubereiten.

### Große Maschinen nur für den großen Haushalt?

Die großen Kaffeemaschinen, die acht oder zehn Tassen Kaffee filtern, sind zur Zeit am meisten gefragt. Denn die Hausfrauen wissen inzwischen, daß man auch in den »großen« geringere Mengen Kaffee (ab zwei Tassen) zube-

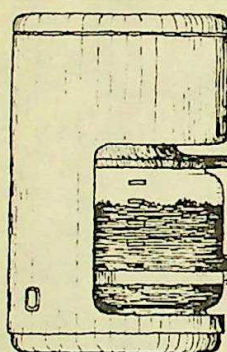
reiten kann. Die Kaffeegeschmacksexperten behaupten allerdings, daß der Kaffee in den meisten Automaten am besten schmeckt, wenn man ihre Kapazität voll ausnutzt. Man kann die Geschmacksdifferenz beim Brühen von nur zwei Tassen allerdings ausgleichen, indem man mehr Kaffeemehl in den Filter gibt. Auch die Brühtemperatur kann den Geschmack des Kaffees beeinflussen. Die ist bei einigen Geräten recht unterschiedlich. In ihren Bedienungsanleitungen sprechen viele Hersteller davon, daß der Kaffee mit der idealen Temperatur von 96 Grad gebrüht wird. Erst wenn so stark erhitzt wird, sollen im Filter Gerb- und Bitterstoffe

zurückbleiben. Doch den Experten von Warentest schmeckte der bei 75 bis 85 Grad gefilterte Kaffee am besten.

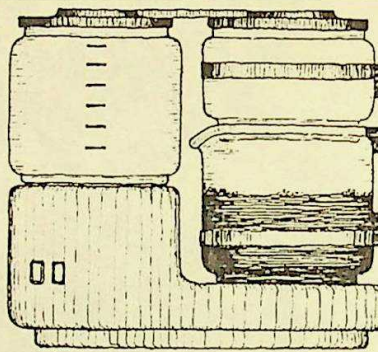
### Manche Geräte brauchen viel, manche wenig Platz

Fast alle Maschinen haben heute einen Spitzfilter, in den eine Filtertüte eingelegt wird. Geräte mit Rund- oder Flachfilter bieten nur noch wenige Hersteller an. Und es gibt zwei Kaffeemaschinen, die ein rundes Filtersieb aus vergoldetem Metall haben. Dieser Filter kann immer wieder benutzt werden und macht damit die Papiertüten überflüssig. Er ist leicht zu reinigen. Kaffeemaschinen mit gleicher Tassenkapazität unterscheiden sich

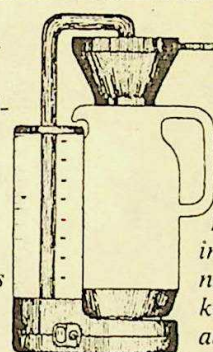
Fortsetzung Seite 151



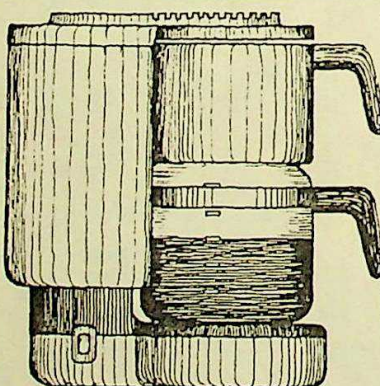
So eine kompakte Kaffeemaschine braucht weniger Stellfläche. Und mit einem Handgriff kann die Kanne, ohne daß man den Filter abnehmen muß, herausgenommen werden



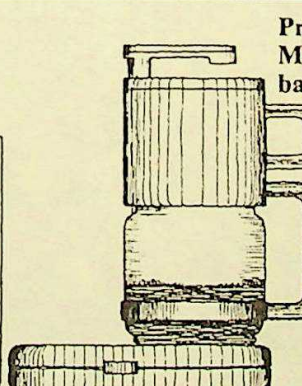
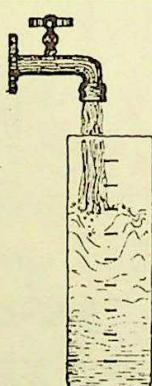
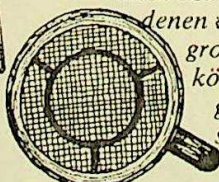
Aus Jenaer Glas sind bei dieser Maschine Frischwasserbehälter, Kaffeekrug und Rundfilter. Dadurch kann man das Ende des Filtervorgangs leichter erkennen



Die Isolierkanne dieser neuen Kaffeemaschine gehört zur Grundausstattung: Vorteil: Die Maschine bleibt in der Küche, nur die Warmhaltekanne kommt auf den Tisch

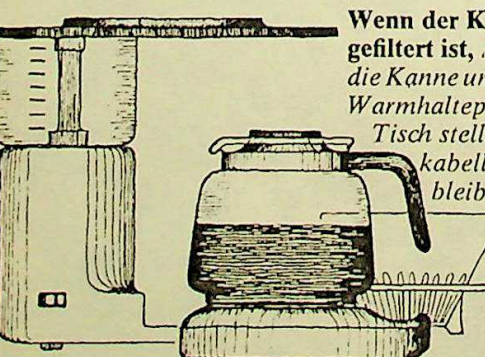


Direkt durch den Goldfilter tröpfelt das Wasser bei diesem kompakten Automaten. Papiertüten werden nicht mehr gebraucht. Wie bei allen Rundfiltern muß auch beim goldenen der Kaffee grobkörniger gemahlen sein

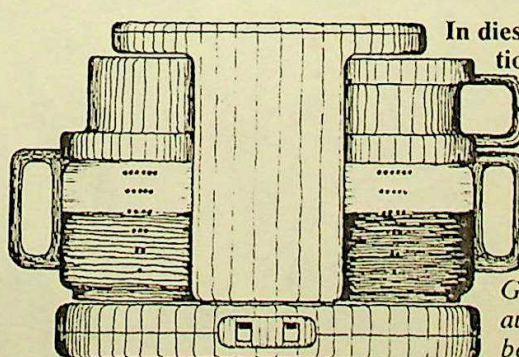


Praktisch an diesem Modell ist der abnehmbare Wasserbehälter.

Dadurch erspart man sich das Umgießen mit der Kanne. Unter dem Wasserhahn wird der Behälter mit der gewünschten Wassermenge gefüllt



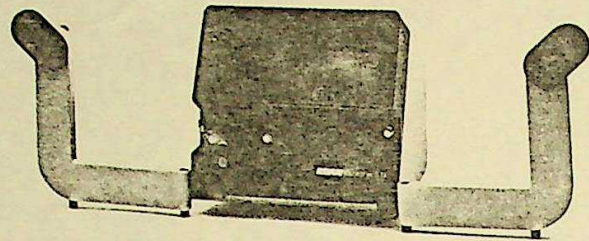
Wenn der Kaffee fertig gefiltert ist, kann man die Kanne und die abnehmbare Warmhalteplatte auf den Tisch stellen. Auf dem kabellosen »Rechaud« bleibt der Kaffee bis zu einer Stunde heiß



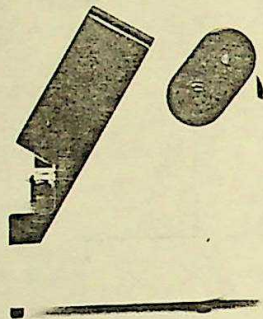
In diesem Kombinationsgerät kann man Tee und Kaffee gleichzeitig zubereiten.

Je sechs Tassen. Bei geringerem Bedarf ist jede Gerätehälfte auch einzeln zu benutzen

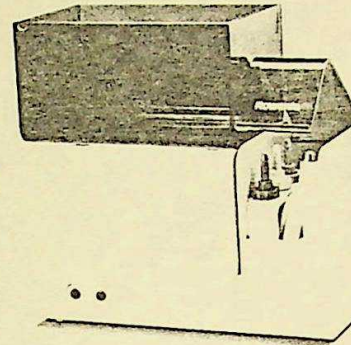
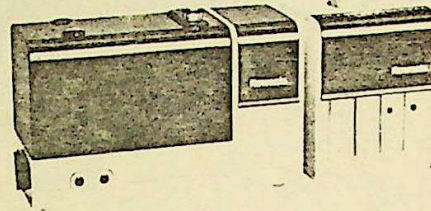




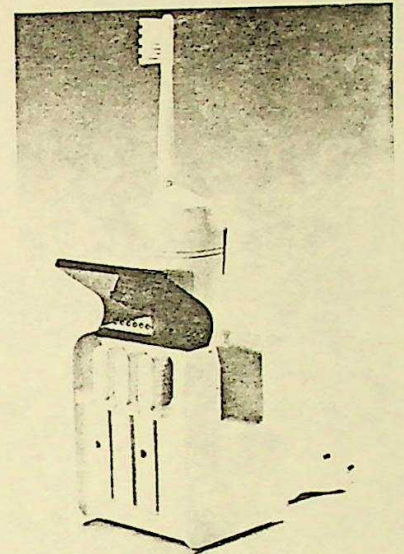
Durchdachte Pultform  
kompakt im Volumen  
»Revue Controller«  
(159 DM).



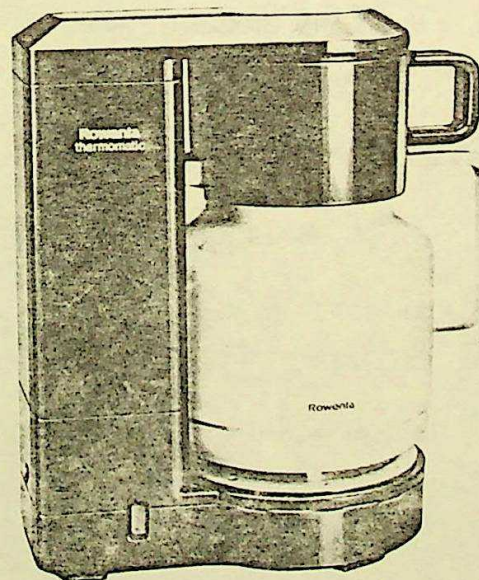
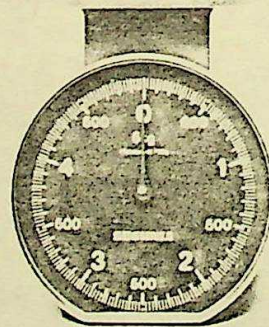
Kombinierbar:  
Mundspülgerät  
»Dentajet« und  
Zahnbürstengerät  
»Dentabross«



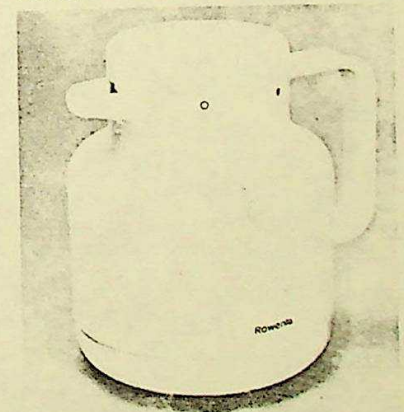
brauch kommt von Rowenta in  
schmäler Kombibauweise gestaltet  
als Mundspülgerät mit integriertem  
Fach fürs Zubehör und einer Akku-  
Zahnbürste, die sich als Einheit  
addieren läßt.



Besinnung aufs Runde –  
die Kugelform als stabilste  
und im Gewicht kleinstmög-  
lichste Gehäuseform:  
Soehnle Küchenwaage.



Formal gelungen, weil gut inte-  
griert – die problematische Isolier-  
kannenform mit der Geräteform,  
hier beim Kaffee- und Teeautomat  
Rowenta »thermomatic«.



Auch auf dem Tisch gut anzuse-  
hen: die 8 Tassen fassende, warm-  
haltende Isolierkanne

FORM  
p. 42

1-1977

Die Kugelform vorteilhaft genutzt: als stabiles  
Waagengehäuse, harmonisch dazu die Ellipsen-  
form der Waage, die sich als stabilste Form dar-  
stellt.

D7/309



HIS CHRISTMAS, GIVE THE MR. COFFEE  
YOU COULDN'T GIVE LAST CHRISTMAS!

D7/62  
309

p. 239

NOV. 1976

GOOD  
HOUSEKEEPING



## ONLY THE NEW MR. COFFEE® HAS COFFEE-SAVER™ FOR GREAT COFFEE TASTE WITHOUT COFFEE WASTE!

To a coffee lover, you couldn't give a more perfect gift.

Because the new Mr. Coffee with Coffee-Saver is the first and only coffeemaker to give perfect coffee . . . no matter how many cups you make.

You see, 2 cups to 10, Coffee-Saver adjusts the coffee grounds to the perfect brewing height . . . automatically.

So now, without always having to

make a full pot, coffee lovers can get great coffee taste *without* coffee waste. Which, considering how absurd coffee prices are getting, is a pretty nice feature to have in a coffeemaker.

And while you're at it, gift-wrap some genuine Mr. Coffee filters, too.

New Mr. Coffee with Coffee-Saver. Whoever you have in mind, you know for certain they don't have one.





# The new Coffee Corner® drip coffeemaker from GE does more than just brew coffee automatically!

Our exclusive storage canister with Brew Control lets your customers brew coffee like they like it every time.

A lot of people have been telling you their automatic drip coffeemakers are the best in the industry. Now GE is introducing two new automatic drip coffeemakers. And, all of a sudden, it's a whole new ball game. Read the facts and decide for yourself which coffeemakers are best for your business.

Our new Coffee Corner drip coffeemaker is more than just a coffeemaker. It's a complete coffeemaking center, and it does more than brew coffee fast as instant; it brews delicious coffee to the owner's taste every time! It's the only drip coffeemaker that has a storage canister with Brew Control. It stores, measures and dispenses ground coffee to your taste... strong to mild, two cups to ten—and even keeps track of the cup count. So it's easy to brew coffee like you like it every time.

Both the new Coffee Corner drip coffeemaker (DCM-20) and our new Coffeematic® drip coffeemaker (DCM-10) with its "see-through" water reservoir offer your customers a host of wanted features: one-step

switch that automatically switches to KEEP WARM when brewing is complete to keep coffee piping-hot, two-to-ten-cup capacity, choice of using either the permanent filter or disposable paper filters, a "shower-head" spreader that distributes water evenly over the coffee grounds.

Strong national advertising on network TV, featuring a hard-hitting commercial, will begin in October and run through early December.

Complete sales and merchandising programs—like our traffic-building consumer promotion, offering your customers two pounds of Maxwell House® A.D.C.™ Coffee with purchase of either model from October 15-November 30, backed with a heavy magazine advertising campaign.

Which coffeemakers are best for your business? When you consider the facts, we think you'll stock up on the new GE automatic coffeemakers!



GENERAL  ELECTRIC

07-309



## housewares / electric housewares

# Many Buyers to Up Priority On Bag Sealers at Show

## Supermarket Selling Topic at Hsws. Club

Continued from Page One  
differences between bag sealers currently on the market. Another sore spot has been the profitability of the classification.

One Midwestern buyer pointed up the situation in noting that the tonnage is in Dazey's model 5000 at \$10 to \$12, but the profit is negligible. Other buyers lamented that they frequently make more on the bags — 40 per cent on packages from \$1 to \$2 retail — than they make on the machine itself.

Outside the Dazey 5000, prices on bag sealers in general have held firm in New York stores in the \$17 to \$20 range (see chart).

Promotional programs offered by manufacturers will also be important considerations for buyers attempting to set their fall line up at the show. A New York promotional store buyer said the producer who can back him with strong television support and demonstrators on the sales floor will get his money. He stressed that bag sealers are rather sophisticated items that must be demonstrated to be sold to the average housewife.

**WHOLESALE IN THIS AREA**, too, are enjoying good steady volume in bag sealers, some distributors — like some retailers — expressed concern that the rush into the market by new manufacturers may saturate the market prematurely.

As one distributor said, "I can see one manufacturer making a good living off bag sealers, but four or five?" He conceded, however, that a TV barrage may make the difference.

The wholesaler also thinks the producers might be confusing the consumer with so many new features. "I'm confused over boilable bags, non-boilable bags, pre-cut bags. If I'm confused, how about the public?" he asked. How this will affect volume remains to be seen, he acknowledged.

Another distributor is more sanguine. He has stocked Oster, Hamilton Beach and Dazey in good

quantities, in the belief that the category has good potential if the canning season is good.

**THE BAG SEALER** role in canning is causing considerable confusion in both wholesale and retail ranks. Some retailers feel strongly that it is a "gross misrepresentation" to promote bag sealers as a substitute for canning. They contend this is definitely not so, and if promoted as such could hurt the item.

Others concede that sealers can be used as an adjunct to canning

and can be promoted in this way. Whatever the feeling over the controversy, there is strong indication that the bag sealers will be advertised and displayed in conjunction with canning supplies.

In some circles, there is disagreement over how great a boost the canning boom will be to bag sealers. One buyer here contends that it will only be a help if a shortage of jars or jar lids develops as it did last year, and bag sealers would be used as a limited substitute. At this point, it was said, there are no signs of a lid or jar shortage.

**NEW YORK** — The unlimited potential for marketing housewares in supermarkets provided the optimistic basis of a panel discussion when the Housewares Club of New York held its monthly meeting at the Roosevelt Hotel.

The luncheon meeting provided the club an opportunity to award its annual \$1,000 scholarship to Valerie Burch, daughter of club member Don Burch, who will use the award to study journalism.

The featured discussion was Housewares in the Supermarket, and four industry executives chose the occasion to comment on the

strong growth recently exhibited in this area and to urge changes in manufacturing and supply levels that would make housewares more compatible with supermarketing.

Seymour Deutsch of Service Merchandising and Norm Duberstein of FBA represented the service merchandising end of the supermarket industry, while Don Stern of Grand Union and Marvin Bottnick of First National gave the large chains' viewpoint.

**THE SPEAKERS STRESSED** that it was no longer accurate to consider housewares items simply as impulse purchases, since surveys show such merchandise is now regularly part of housekeepers' supermarket shopping lists.

"We need creativity," merchandising ideas and programs geared to supermarkets," said Bottnick, stressing that the needs and standards of supermarkets are different from those of department stores and discounters.

Among the improvements suggested during the panel discussions were more variety in displays and packaging. Duberstein stressed that items slated for supermarket merchandising should be clearly named on the packaging. He also said that large displays such as those accommodating 150 to 200 items were unrealistic for smaller metropolitan stores.

Bottnick noted that the psychology of supermarket buyers was oriented to the short term and suggested that suppliers should gear themselves up to providing merchandise on a 30-day lead time

**"The permanent polyester filter in this West Bend Quik-Drip® is a real sales plus."**



**Get your money's worth and more from West Bend... where craftsmen still care.®**

©Dart Ind. Inc. 1976

### N.Y. Retail Lineup

Since Dazey Products pioneered the bag sealer classification with its Seal-A-Meal, it is not surprising that the Kansas City firm's line dominates assortments in these selected New York housewares departments:

Gimbels (33rd St.)		Macy's (Herald Square)	
Dazey 5000	\$9.99	Dazey 5000	\$15.00
8000	\$20.00	7000	\$17.00
Hamilton Beach	\$17.00	8000	\$20.00
Oster	\$20.00	Oster	\$20.00
Korvettes (34th St.)		Abraham & Straus (Brooklyn)	
Dazey 5000	\$12.00	Dazey 5000	\$10.99
Oster	\$19.99	Oster	\$19.99
		Mays (14th St.)	
		Dazey 5000	\$11.99

### Best Products Co. to Open Six Showrooms This Fall

**CHICAGO** — Best Products Co. will open six showrooms this fall and is asking suppliers to donate products for grand opening events.

The new units will be located in Concord (Pleasant Hill), Calif., Baltimore, Wilmington, N.C., Arlington, Tex., Charlottesville, and Richmond.

This will bring the number of Best showrooms to 43. The company is based in Richmond, Va.

M. Bruce Reiss, Best's vice-president of merchandising, told HFD that there is "a customer awareness" of Best in all of these markets because of existing showrooms.

"We are more firmly entrenching ourselves in these markets," Reiss said.

In a letter to suppliers, Reiss said "We are asking each of our

suppliers to authorize our taking an item(s) out of stock at each location and debit the supplier for the item(s), in order that we can offer our customers prizes and incentives to visit our new showroom during the grand opening."

### Alfred Funabashi

**NEW YORK** — Alfred Funabashi, 59, president of Mikasa, died late Tuesday night.

Funabashi had been president of the dinnerware firm since 1969, and was a founder of the company.

He was a past president of the China and Glass Assn., and a founder of the Japan-American Citizens League.

Services will be held Saturday at Our Lady of Mother Church, Woodcliff Lake, N.J.

### Bradlees Stores Quarter Growth Good in Hardlines

**BOSTON** — Bradlees Department Stores is experiencing satisfying growth in hardlines in the first quarter this year, with best selling merchandise categories including automotive, CB, calculators, and digital watches.

Following the annual meeting at the First National Bank here Tuesday, executives of Stop & Shop Companies told HFD that Bradlees was currently running at the rate of \$76 per square foot for combined ready-to-wear and home furnishings categories, and was shooting to attain \$100 per square foot.

Coming off "the best year in its history," the 73-store Bradlees chain moved ahead satisfactorily in a less-than-pleasing corporate 16 week first quarter ended May 23. During that quarter, sales of the Stop & Shop Companies were \$424 million, an increase of 8.6 per cent over the \$391 million achieved last year. Stop & Shop did not break out Bradlees figures for the period, but did note a switch of consumer spending patterns to durable and discretionary items.

Bradlees, which has opened four stores since the beginning of the year, is currently negotiating for two more former W.T. Grant stores in New Jersey, which, if acquired will be converted and opened as Bradlees stores by early next year.



D7/62  
309



# Got a special machine? Get a special coffee: New Maxwell House® A.D.C.™



P. 197  
GOOD HOUSEKEEPING  
APRIL, 1976

**A.D.C. means 'automatic drip coffee'.  
A special blend, a special grind just for  
automatic drip coffee makers.**

At last, perfect coffee. That's what new Maxwell House A.D.C. makes in any home automatic drip coffee maker.

Perfect, because A.D.C. is blended and ground just for the  
© General Foods Corporation 1976

new machines. For smooth, full-flavored, utterly satisfying coffee. *Perfect coffee.*

That's why we say A.D.C. means 'automatic drip coffee.'

So if you've got a special

machine, get a special coffee. New A.D.C.—only from Maxwell House.

## A.D.C.

Automatic Drip Coffee,  
New from Maxwell House



- Save on French fries by serving the frozen ones—they use less oil than homemade (and you can get that delicious homemade flavor if you skillet-fry them as suggested below). Two-pound, or larger, bags cost the least per serving, and you can cook what you need, never have wasteful leftovers. Savings: 14 cents per meal.
- Save on coffee. Cup for cup, regular instant costs about ½ cent less than freeze-dried, and only half as much as home-brewed. And, of course, there's never that last-cup-in-the-pot that goes to waste. Using regular rather than freeze-dried coffee for six cups a day, you can save 3 cents a day, 21 cents a week.

### OVEN-BARBECUED CHICKEN BREASTS

ABOUT 1 HOUR BEFORE SERVING:

On rack in open roasting pan, arrange **2 whole medium chicken breasts**, quartered (about 2 pounds), skin-side down. In small bowl, mix **½ cup catchup** and **2 tablespoons soy sauce**. Baste chicken with half of catchup mixture. Bake in 375°F. oven 20 minutes; turn; baste with remaining mixture; bake 15 minutes longer or until fork-tender. Makes 4 servings.

### COOKED CHICKEN FOR SALAD AND SOUP

DAY BEFORE SERVING:

After breasts have been cut up for Oven-Barbecued Chicken Breasts (above), cut up remaining chicken into large pieces. In 5-quart saucepot, cook chicken with **5 cups water**, **celery**, **carrots**, **salt** and **pepper to taste** until tender, about 1 hour; refrigerate. Use legs and thighs to make favorite chicken salad. Remove skin and bone from remaining chicken pieces and return meat to soup. Puree vegetables, if desired. Add **noodles**; cook until tender. Makes four servings.

### SKILLET FRENCH FRIES

ABOUT 10 MINUTES BEFORE SERVING:

In heavy, 12-inch skillet over medium-high heat in **2 tablespoons salad oil**, cook **3 cups frozen French fried potatoes** (one 9-ounce package), in single layer until all sides are golden brown, about 10 minutes, turning frequently with pancake turner. Season with **salt**. Makes 4 servings.

### MONDAY

Orange juice  
Favorite ready-to-eat cereal  
with sugar  
Whole-wheat toast  
with margarine  
and jam  
Milk

Homemade chicken noodle soup

Swiss cheese sandwich  
on rye bread  
with lettuce and mustard  
Celery sticks  
Apple

Beef stew  
with potatoes and carrots  
Pear salad on lettuce  
Peanut-butter cookies  
Milk

- Save on milk by mixing equal amounts of whole milk and reliquefied nonfat dry milk (which costs about a third less). You get the rich flavor of whole milk and save 9 cents on every quart or \$1.58 for the week.
- Save on bouillon—in beef stew and other recipes. By substituting 4 bouillon cubes and 1¼ cups water for every can of bouillon called for, you'll save 20 cents, as we did in our beef stew.
- Save on beef stew meat by choosing the cut that gives you the most "lean" for the money. Different beef-chuck cuts, available as steaks and roasts, contain differing amounts of lean in proportion to bone and fat. To compare prices for just the lean, multiply price per pound of bone-in chuck steak by 1.7 (for boneless chuck roast or steak multiply by 1.2); then compare the results with price per pound of trimmed and cubed stew meat. The lowest price is the best buy and, when we shopped, stew meat was lowest—though it isn't always—at 26 cents less than the other choices. Another plus: Buying ready-cut stew meat saves you time.

**NOTE:** In some areas, many stores offer money-saving "good" grade beef, which is less tender than the USDA "choice" you're used to but a fine choice for stew because the long, slow, moist-heat cooking method tenderizes it. Also available in some areas are smaller cuts called calf or "baby beef," which cost less per pound than mature beef, and make good stew meat.

### TUESDAY

Grapefruit half  
Scrambled eggs  
Toast quarters  
with margarine and grape jelly  
Cocoa

Chicken salad sandwich  
with lettuce and imitation  
mayonnaise  
Fresh grapes  
Milk

Lasagna  
Garlic bread  
Tossed salad with  
creamy French dressing  
Strawberry gelatin

- Save on margarine by choosing stick, rather than soft, margarine—even the "special" margarines, which are rich in polyunsaturates, cost less in stick form. Using a pound a week, you save 8 cents.
- Save on mayonnaise with the imitation type—it's less expensive and lower in fat. Using it when possible in these menus saved 10 cents.
- Save on salad dressing by mixing your own. Blend **½ cup imitation mayonnaise**, **¼ cup milk** and **¼ cup catchup**. Comparing costs with an 8-ounce bottle of typical bottled creamy-style dressing, this puts 19 cents in your pocket.
- Save on lasagna by substituting cottage cheese for ricotta. Another money-saver: use partially skimmed-milk mozzarella rather than the whole-milk variety. Both together cut 16 cents from the cost of your main dish.

### WEDNESDAY

Orange juice  
Oatmeal with brown sugar  
Milk

Peanut-butter and bacon  
sandwiches  
Apple  
Milk

Broiled ocean perch fillets  
with lemon slices, tartar sauce  
Buttered broccoli  
Parried potatoes  
Lettuce wedges with  
Italian dressing  
Chocolate cake  
with fudge frosting

- Save on bacon by using less-expensive bacon-flavored textured-protein strips. Using them in four

*continued on page 200*



D 7/62 309

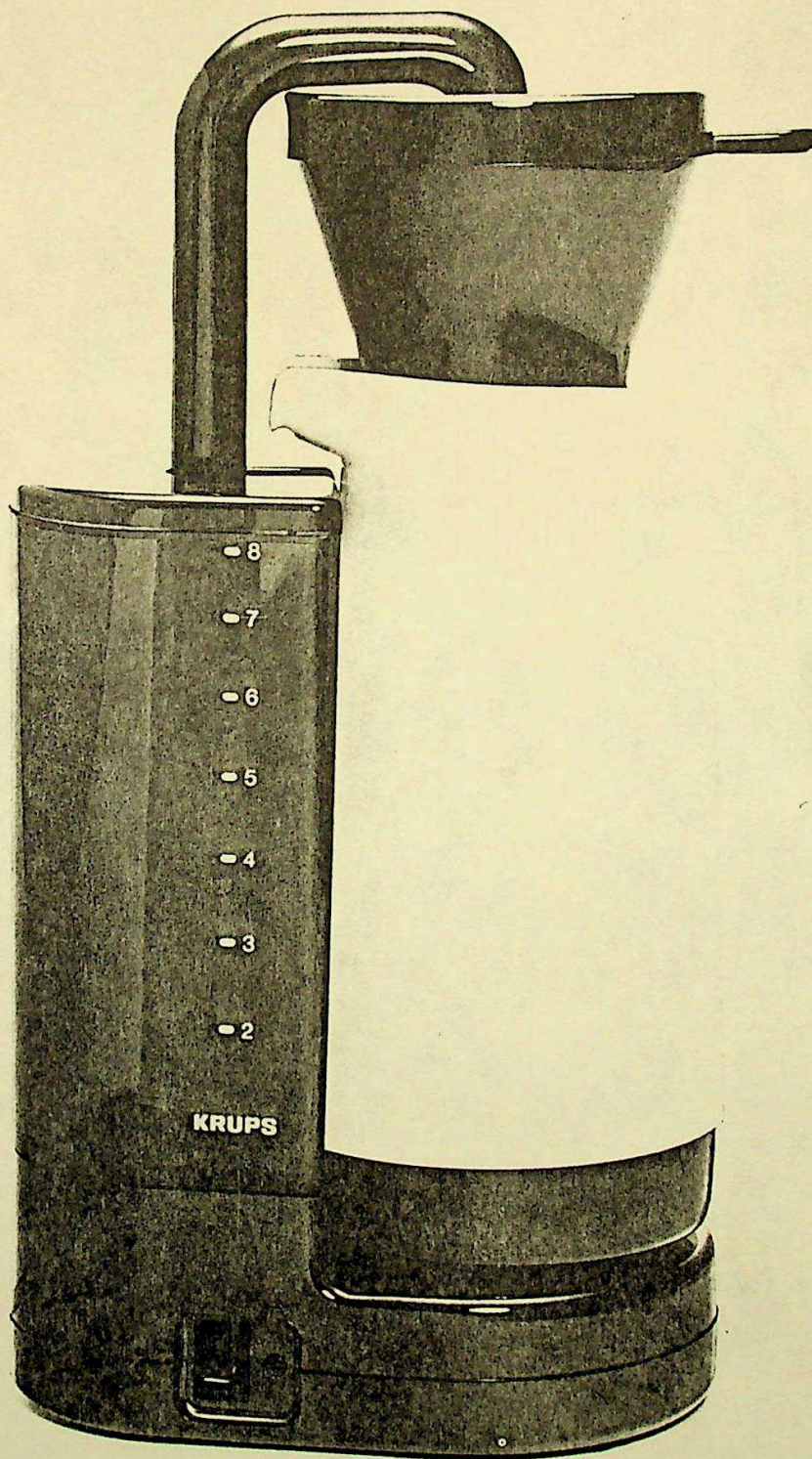
# KRUPS Thermo 8

ungewöhnlich praktisch

FORM

IV 76

P. 84



(OVER ↓)



07/62 309

# FORM

IV-1976 p. 85

Eine Informationsanzeige der  
Firma Robert Krups  
5650 Solingen-Wald

## ge Situation

Wir uns seit Jahren Mühe, formal  
ne Kaffeeautomaten zu bauen. Auto-  
auf dem Ladentisch und zum Zeit-  
kaffeezubereitung, wenn das Gerät  
lechen.

## ig

ftung ordnet sich dem Gerätekon-  
elleicht wurde nur aus Gewohnheit  
hsituation der Kanne alleine auf  
sch wenig beachtet.

## automat bleibt in der Küche

überwiegende Teil der Benutzer läßt  
maschine in der Küche und trägt den  
in Kaffeetisch. Dort sieht er oft recht  
Denn das Bemühen, den Kaffeeauto-  
iner Gesamtheit niedrig zu halten,  
ten der Glaskrughöhe.

n wir erleben, daß der Benutzer im  
eten seinen Kaffee bereitete und ihn  
normale Kaffeekanne umfüllte. Ganz  
erföhn sogar in eine Thermoskanne  
diese auf den Kaffeetisch, um des  
orkills willen, über einen längeren  
nnen Kaffee zu haben ohne zusätz-  
aiteeinrichtung.

die bisherigen Isolierkannen wirk-

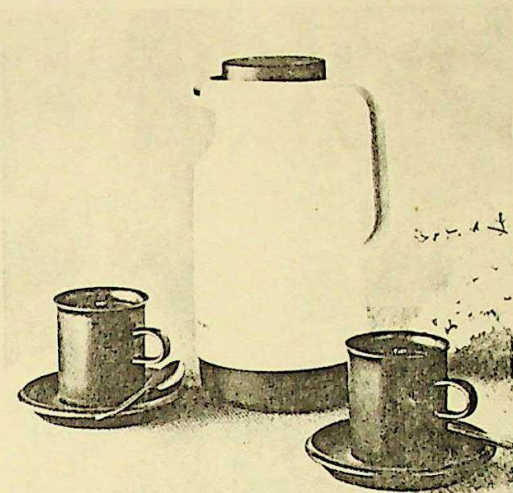
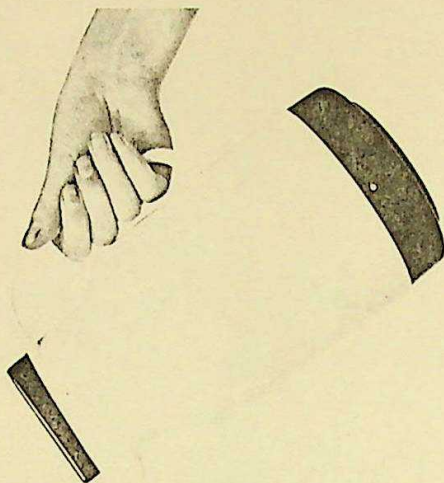
## Thermo-8-Kanne

ar unser Ausgangspunkt: Die Schaf-  
solierkanne (die Thermoskanne dür-  
Thermoskanne nennen, da uns dies  
nchen aus dem Jahre 1926 verbie-

ie nämlich jeder Situation gerecht  
gegenüber dem jeweiligen Kaffee-  
rat verhalten. Sie ist aus Kunststoff,  
nicht durch formale Tricks versucht,  
zu verleugnen. Sie steht eben als  
inne neben dem Porzellan so selbst-  
wie der Kaffeelöffel aus Edelstahl

## on

atze mit engem Hals halten besser  
er größte Wärmeverlust durch den  
ift. Entsprechend dieser vorgegebe-  
üblichen Form wurde die Außenform  
eine ebenfalls verengt. Dies hat zwei  
Schnaupe kann innerhalb des größ-  
essers untergebracht werden und  
die Außenform hinaus. Weiter  
ch, die Kanne besser in den Kaffee-  
inzusetzen. Außerdem sieht man



dieser Isolierkanne im Gegensatz zu einer etw  
zylindrischen Kanne an, daß sie um mehr als  
90° gekippt werden muß, um den Restkaffee  
auszuschütten.

## Die formalen Schwierigkeiten

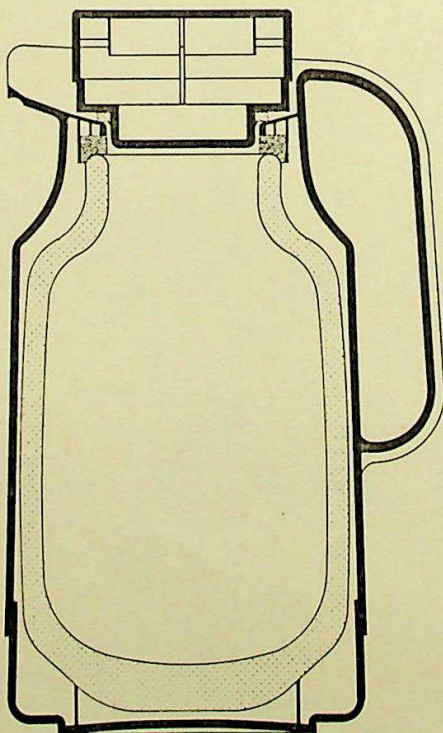
Die Isolierkanne hatte also absoluten Vorrang.  
Versuche, das Gerät selbst der Kanne formal an-  
zupassen, scheiterten. Denn die Kanne hat sich  
einem bestimmten Umfeld anzupassen, dessen  
formale Gegebenheiten uns nicht für das Grund-  
gerät geeignet schienen. Deshalb wählten wir für  
den – nennen wir es technischen Teil – diese  
konstruktiv anmutende Lösung.

Funktionale Anforderungen wurden in der Ge-  
staltung transparent gemacht: Filter und Wasser-  
zulauf bleiben als selbständige formale Elemente  
über dem Gerät und werden nicht der Kompakt-  
heit willen integriert.

## Weitere Gebrauchsvorteile

Die Möglichkeit besteht auch, mehrere Isolier-  
kannen zu benutzen. Kleine wie größte Mengen  
können mit dem gleichen Gerät hintereinander  
gefiltert werden, so daß dann größere Mengen  
Kaffee vorbereitet für die große Kaffeetafel zur  
Verfügung stehen.

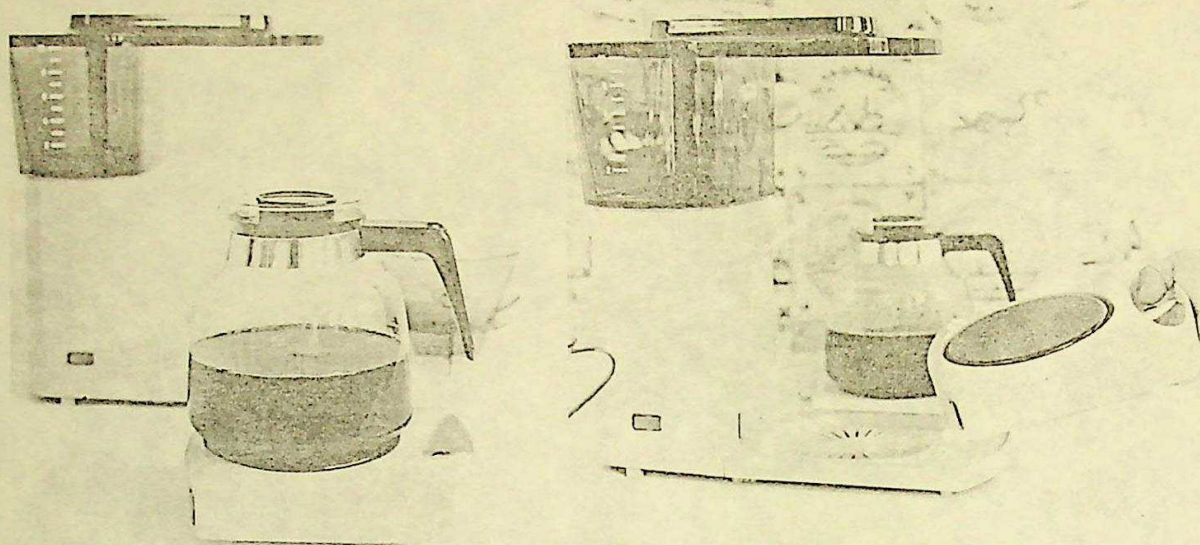
Das Pump-Heiz-System steht nach wie vor zur  
Verfügung, so daß die Warmhaltemöglichkeit mit  
anfällt. Diese wird natürlich für die Isolierkanne  
nicht erforderlich. Sie kann aber genutzt werden,  
wenn auch vorhandene, schmalere Kaffeekan-  
nen verwendet werden.



(OVER ↓)



Markt  
Produkte – gesehen, notiert



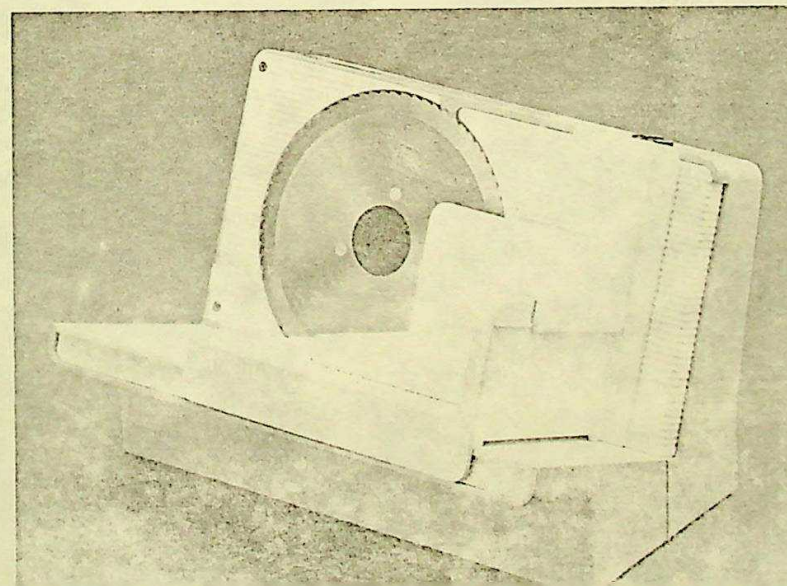
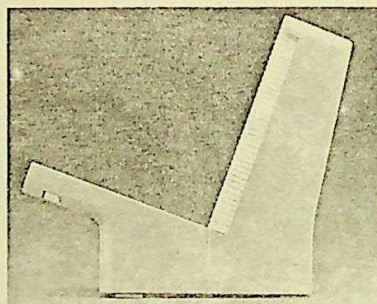
FORM  
1-1976  
p. 46

Bei Melitta wurde das Kaffeetrinken neu durchdacht: Weil man den Automaten doch nicht auf den Kaffeetisch stellt, kam man auf die simple, aber überzeugende Idee, eine Wärmespeicherplatte durch zwei Steckkontakte im Gerät zu integrieren – ein Handgriff genügt, und die gespeicherte Wärme kann mit dem Kaffee auf den Tisch kommen. Design: Demarco; Preis ca. 125 DM.

## Haushaltsgeräte – die uns auffielen

### Praktisch und sicher

Neue Ideen in einer für den Haushalt ungewohnten Form: Aus der Erkenntnis von Gewerbegegeräten, daß sich das Schneidgut bei einer Neigung von 20° am besten in die Auffangschale legt, wurde dieser Haushalt-Allesschneider gestaltet. Besonders nützlich auch: Die Auffangschale kann als Serviertablett aus dem Boden gezogen werden; ein Spezialschlüssel sichert das Gerät über einen Tastschalter vor Kinderhänden und die lästige Kabelschlange vermeidet ein eingebau-

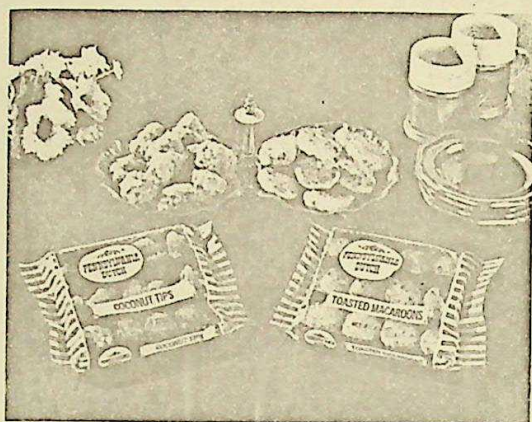
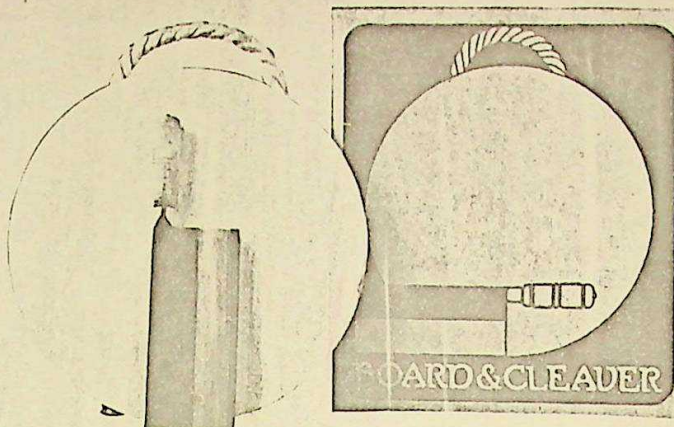


D 7/62 309

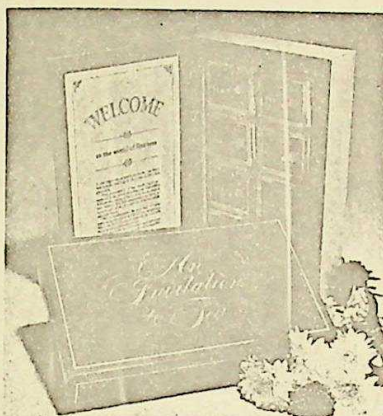


D7/309

Chinese slicing cleaver comes with a 13 1/4 in. dia. cutting board featuring rope handle. Eight page guide to cutting and slicing techniques is included. Boxed as shown, \$18.50. Taylor & Ng at Ron Simblist Assoc., 8 D-6 AMM.



For coconut lovers, a 6 1/2 oz. package of fudgey, coconut tips, \$1 and a 6 oz. package of miniature macaroons, \$1. Both in see-through bags. Pennsylvania Dutch Co. at Nilan's Alley, 11 H-6 AMM.



It's tea time with this selection of eight different teas (all tea bags) in book-like gift box. \$9.95. R.C. Bigelow at Tenney Assoc., 9 F-5 AMM.

## The Food's the Thing

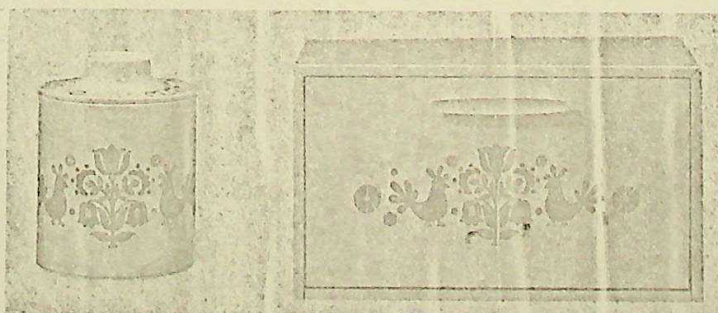
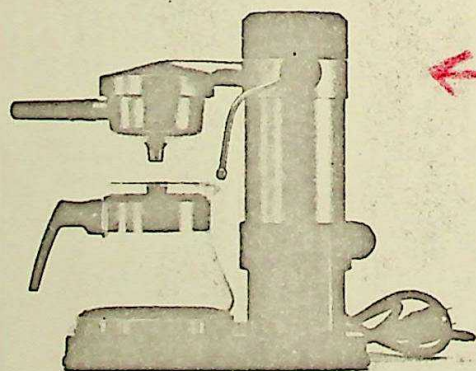
### GIFTS & DECORATIVE ACCESSORIES

*Food gifts — and food-making gifts — are bigger and bigger business as inflation puts the squeeze on consumer food budgets. There is an attempt to vary menus, and to try new things, as well as to find gifts of food more welcome than ever. These food gifts and others may be found in Atlanta during market weeks, January 7-16.*

DEC., 1975 p. 160-6

To top off a meal, electric espresso coffee machine with steam tube for cappuccino. \$182.50. E. J. Coles at Dennard & Assoc., 8 B-6 AMM.

Early American pattern highlights white metal pantryware. 4-pc. canister set, \$14. Bread box, \$16. Harper J. Ransburg at Lee Shusterman, 9 L-4 AMM.





## housewares / electric housewares

page 6 (Top RIGHT ↑)

# L.A. Holiday Sales Far Ahead Thanks to Weather, Values

BY LES GILBERT

LOS ANGELES (FNS) — Housewares buyers played jingle bells on their cash registers this season, as most report sales substantially ahead of 1974.

Buyers credit growing consumer confidence in the economy, excellent shopping weather, and a plethora of dollar-value merchandise easily recognized by customers. In most instances, more advertising than last year wove its magic "spiel."

There's no hesitation when buyers are asked to identify their top selling electric item. It's the hamburger maker — either Hamilton Beach's Little Mac or the Prestoburger. Almost every buyer was caught off-balance by the stampede to the burger makers, and there were indications that even distributors here have been surprised by the demand. They're having difficulty filling re-orders, suggesting that they, too, didn't correctly gauge consumer response this season.

Success of the burger makers, according to buyers, seems related to their ability to cook small portions of food. "This makes it ideal for the single person, or for older people. And the appeal to kids

new for us, flatware, and stainless steel cookware. The latter category seems to be considered a particularly good value by consumers because there haven't been any price increases since last year. Our inventories are in good shape, and we haven't been

strong Christmas business and houseware sales could have been even better with more advertising support. Electrics were not affected, however, because of the vast amount of manufacturer advertising in this area. Hottest sellers include Hamilton Beach

## HOUSEWARES Holiday Hotline

troubled with any shortages or delivery problems."

**MAY CO. CALIFORNIA:** "Business has been considerably better than last year. If there has been any surprise at all, I'd say it's been the degree of consumer acceptance of the Hamilton Beach Little Mac. The item is really moving and as a result, we're also getting action on the Prestoburger and the Hot Dogger. Other items that are selling beautifully include slow cookers, drip coffeemakers, shower massagers. We're having

Little Mac, Prestoburger, Rival's removable 3½ quart slow cooker, Clairol curling iron, Conair's pistol grip hair dryer. In housewares, top citations go to Nordic crepe pans. Inventories are in good shape and there are shortages of some hot categories such as crepe pans and burgermakers. I suppose some manufacturers underestimated the market this year, but you can't blame them for being cautious. Last year, retailers stopped buying at all at about this time."



**DRIPS PLUS:** Proctor Silex's latest drip coffeemakers are more refined versions of their original Coffee Magic. Model A100W (above) is a 10 cup Deluxe Coffee Magic, featuring a water filter with activated carbon and a brew selector. The white model, with gold and brown accents has a suggested retail of \$49.95.

The Coffee Magic 300, also new, is a 10-cup drip with switch control and signal light. Model A300N is wheat-colored with brown accents and has a suggested retail of \$39.95.

27/62 309



DEC 23 1975

5

HOME FURNISHINGS DAILY, THURSDAY, DECEMBER 18, 1975

## furniture/bedding/accessories

market  
place

by Bill Peterson

## Yule Gift: Agreement on Recovery

THE DECEMBER HOLIDAY SEASON IS A RATHER SPECIAL TIME for most people. Aside from the merriment of the season, it is a time for the businessman to reflect and, more important, to look ahead to a new calendar year.

There have been at least three stories in HFD the past 60 days indicating that economists see improvement for the furniture industry in 1976.

One of the most optimistic projections came from Dr. Eugene R. Beem, a vice-president-economics for the Sperry & Hutchinson Co. Beem expressed little doubt as to the economic recovery throughout next year and he believes furniture shipments will increase 12 per cent on a 6 per cent increase in consumer spending.

Growth in shipments should exceed that of spending because shipments are growing from a lower base, retailers will need to fill stores with new styling trends and higher levels of retail inventories will be needed to match higher

compensate for inflation or to weight the companies due to volume differences.

The result was that the decline from the peak quarter of the cycle, spring of 1974, to the trough, summer of 1975, was 28 per cent, greater than the 8.5 per cent seen in the non-auto durables category, yet still less than the decline in autos or

residential construction.

"On the brighter side, these companies have shown a 23.5 per cent sales gain in the most recent quarter, from \$87.5 million to \$108 million," Epperson says.

"While we continue to have some mild reservations about the staying power of the upswing in orders in the second quarter of 1976, most economists, manufacturers and retailers believe it will be a very good year for the industry."

**MOST MANUFACTURERS HAVE RETURNED TO PROFITABILITY** according to Epperson's most recent analysis of publicly-held companies.

He notes that seven have shown at least one quarter's positive earnings following a period of losses. They are, with number of

## Hardwood Production Dips

MEMPHIS — Hardwood lumber production in November dropped 4 per cent from October, according to the Southern Hardwood Lumber Manufacturers Assn.

At the same time, orders dropped 16 per cent and shipments showed a 1 per cent increase.

Orders were up 7 per cent and

shipments up 22 per cent in November compared with a year earlier however.

The SHLMA attributed the decline in production during the month to the Thanksgiving Holidays and to logging problems created by heavy rains in some Southern mill areas.

quarters reporting losses this cycle in parentheses:

Berkline (6), Burris (4), Cochrane (2), Congoleum (1), Mohasco (2), Rowe (2) and Pulaski (3).

"We also believe that American of Martinsville and Kroehler are near profitable levels," Epperson says.

Epperson also points out that

nine companies did not report an unprofitable quarter this cycle. They are Armstrong Cork, Bassett, Delwood, Ethan Allen, Flexsteel, Henredon, Hickory, Lane and La-Z-Boy.

It could have been much worse and it is nice to know that there is almost complete agreement that 1976 will be significantly better.

# The BIG Show in Town

## New York Winter Market



## if you ask me

by Earl Lifshay

### New Breed of Buyers

"SOME OF THE YOUTHFUL NEWCOMERS to the buying and merchandising ranks of this business are smart — and tough. But some of them are just tough — and think they're smart," a season and highly-respected sales manager commented the other day in discussing the state of the housewares business.

"But it's my guess that the situation is pretty much the same right across the board in all departments."

While he said he had no compunctions whatever about speaking personally about a matter of this kind, since it was against the policy of his company to publicly express controversial opinions, he asked not to be identified.

"I don't mind crossing swords with a tough, smart buyer," he continued. "A good buyer should be tough; he can't afford not to be. I have the greatest admiration for a really smart merchandiser, one who has vision and understands the score of a given situation. Under such circumstances a deal can generally be hammered out that — all things being reasonably equal — is mutually advantageous."

"BUT WHEN IT COMES TO THE TOUGH GUYS who try to compensate for their incompetence with a smart-aleck approach . . . Those guys claim to know all the answers when, in fact, they don't even really understand the question. I pass. I just haven't the time, much less the inclination, to bother with stores that tolerate such people because you can't get anywhere with them."

"It's more difficult than ever in today's keenly competitive market to build and maintain a sound marketing structure that is as profitable to our accounts as well as to us. It's a complete waste of time to bother with those who haven't got what it takes to achieve that goal," he continued.

Among the best of this so-called "new breed" of buyers and merchandisers, he said, are those like Harvard B-school grads, "but by no means is that true in every case." Often there is what he termed "the born merchant" with a sort of innate instinct for the business.

"Computers and statistics are great — up to a point; it's there that experience and knowledge and good judgment must take over, assuming, of course, those qualities are present. All too often they're not and this can often be attributed to the fast promotions and buyer changes that have taken place in many stores."

"THE RETAIL BUSINESS has never been known for its appeal to smart and ambitious young people, as any college vocation counselor can tell you. So stores have had to make do with what was available to them. The recession has put the brakes on retail expansion, but prior to that an awful lot of young people, of necessity found themselves in jobs way over their heads."

"Who knows? Perhaps that situation may have played a part in much of the trouble in which stores found themselves in recent months," the speaker added.

"Let's not overlook another very significant factor that has to be contended with both in and out of this business, the 'I don't give a damn' or 'who cares' syndrome with which we're affected — or is it infected? Often I'm ready to conclude that maybe those who succeed in this business today don't do so because they're necessarily so excellent, but because their competition is so poor." He smiled.

### Norge Appoints Phoenix Concern

PHOENIX — Electrical Equipment Co., a subsidiary of the Flori Corp., has been named a distributor for the Norge Co., division of Fedders Corp.

Electrical Equipment Co. will

distribute Norge automatic washers, dryers, portable and built-in dishwashers in all of Arizona.

The company has distributed KitchenAid products for the last 13 years.

## N.Y. Big Stores' Promotions Pull A Low-Keyed Shopper Response

BY FRED ABATEMARCO

NEW YORK — Despite a myriad of consumer electronics promotions, holiday shopping began on a weak note at department stores here this week.

Although Thanksgiving weekend newspaper ads featured markdowns and closeouts on many television sets, compact stereos, portable and table model radios, resulting sales were "spotty," buyers reported. Generally light traffic observed in many stores' consumer electronics departments backed up their claims.

"Right now, I'd say this season's business can go either way," said one radio and TV buyer for a major department store. Like other officials contacted by HFD, this buyer admitted his department

needed "a strong Christmas season to pick up from a lousy fall."

THE MERCHANDISE MANAGER of another New York department store told HFD that "the early action has been on pickup items." Portable radios and tape recorders, table radios and AM/FM digital clock radios were seen getting good retail play in most stores shopped by HFD.

"Customers are going for anything \$50 and under," said a floor manager. "Panasonic's new digital readout (clock-radio) is selling pretty well at \$70," he added.

Attempting to explain the lackluster start of the Christmas shopping season, most buyers here agreed that promotions thus far have been no more price competitive than those featured earlier this year.

"FOR ALL MERCHANDISE, price will be the critical factor this season," said a buyer. "Priced right, the ads will pull, otherwise, you can forget it," he said.

In the newspapers, Abraham & Straus featured savings on compact audiosystems ranging from \$70 to \$140. A quadraphonic 8-track unit by Soundesign, with BSR record changer, was on sale for \$159.99, originally priced at \$300.

An ICP 8-track stereo system, also with BSR changer, was promoted for \$99.99, marked down from \$170.

At the chain's downtown Brooklyn store, these compacts got only passing interest from shoppers, however. A lunchtime shopping crowd eyed higher-priced stereo components instead, and gazed with fascination at the store's CB display.

AT MACY'S not even savings of \$50 to \$120 on stereo systems by Electrophonic, Panasonic and Capehart could coerce soap-opera addicts away from the dramas playing on floor models in the TV department.

Getting only an occasional browser, and even fewer bona fide customers, was the stereo department at Herald Square, HFD's shopper observed. There, an Electrophonic console 8-track and phonograph stereo was on sale for \$200, marked down from \$300.

A stereo 8-track and record player also by Electrophonic, was marked down \$50 to \$110, and \$120 was marked off a play and record 8-track compact with record changer by Capehart, promoted at \$180. A quadraphonic stereo phonograph system by Panasonic was also selling for \$230, \$100 off the original price.



## Digital Styling Marches On To Tune of The Black Watch

NEW YORK — Sinclair Radionics has introduced The Black Watch, a plastic digital watch which weighs less than an ounce and is less than a half-inch thick.

The watch, which does not use a timing module, features an LED display and is produced in England. The suggested retail is \$49.95 assembled, but Sinclair also offers the watch in a do-it-yourself kit for \$29.95. A steel band is available for \$4.

In making the introduction, Sinclair's Dr. Nigel Searle said the 3-function watch will probably be followed by 5- and 6-function models.

The watch, in black-finished plastic is three-tenths of an inch thick, considerably thinner than digital watches. In addition, it has a

rectangular display, whereas standard digitals have adopted the traditional circular face.

"THERE'S NO REASON to have a circular watch with digital technology," Searle said. "It's sensible to have it look like a calculator."

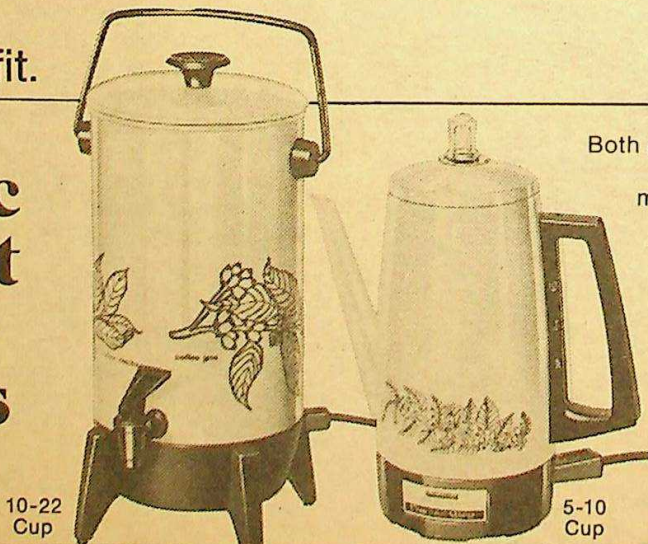
Because The Black Watch has no module, it is constructed like a calculator with a chip and two miniature batteries which supply the power.

The watch is scheduled to be officially introduced in January at the Consumer Electronics Show in Chicago. However, Searle said that the first shipment of the watch will be made to Macy's New York in about 10 days.

The Black Watch will be featured in Macy's jewelry department, Searle said.

Pick a pair for profit.

## Mirro-Matic Cup-a-Minit Automatic Percolators



Both of these Mirro-Matic Cup-a-Minit perks brew delicious coffee in less time than it takes to boil water for instants. From five cups in five minutes in the 10-cup perk to 22 cups with the Party Perk. And both keep the coffee piping hot, automatically. The 10-cup even tells your customers how much coffee they have left through its handy view-brew gauge.

Both perks are dressed up for company in a decorative coffee leaf design. Customers can choose from Gold, Green or White. All with beautiful, practical Colormode acrylic finish on aluminum.

For volume sales and profits, pick the perks coffee lovers love. Mirro-Matic.

MIRRO ALUMINUM CO., Manitowoc, Wis. 54220  
Continental Plaza, Hackensack, N.J. 07601  
Park Plaza, Park Ridge, IL 60068  
World's Largest Manufacturer of Aluminum Cooking Utensils



07-309



## Roskin Distributors Closing in Hartford

HARTFORD, Conn. — Roskin Distributors, Inc., which handles Quasar and Gibson lines in Connecticut and western Massachusetts, is closing down its operations here.

The company's other distributing business in Albany and Middletown, N.Y., will continue. This concern distributes the Quasar and Gibson lines in the Albany and Middletown areas.

Roskin transferred its headquarters from Hartford to Albany several months ago.

IRVING LYONS president, said that Roskin in Connecticut was the victim of the recession that affected sales of many of the products it distributes including major appliances, television, floor coverings, marine supplies and garden products.

Floor coverings products carried by the company included Barwick and Ozite. Floor coverings are not carried by the New York operations.

Lyons said that about 65 employees had been discharged, but that a work force would be on hand to service customers during the transition period which could last some months.

The company has been in business in Connecticut for 60 years and at one time was one of the biggest independent distributors in the country. Lyons said that at its peak Roskin did about \$25 million annually.

"But when your overhead is geared to that kind of volume and its sales suddenly fall off, something has to give. Our closing

is related directly to the recessionary problems in Connecticut."

Industry sources, however, speculated that another contributing factor was the growth of buying cooperatives in the State.

Most of Connecticut's major dealers are members of Key Co-Operative and Nationwide. The deals that these groups work out with distributors and directly with factories tend to reduce distributors profits, it was said.

## Hutchens to Manage New Penney Mall Unit

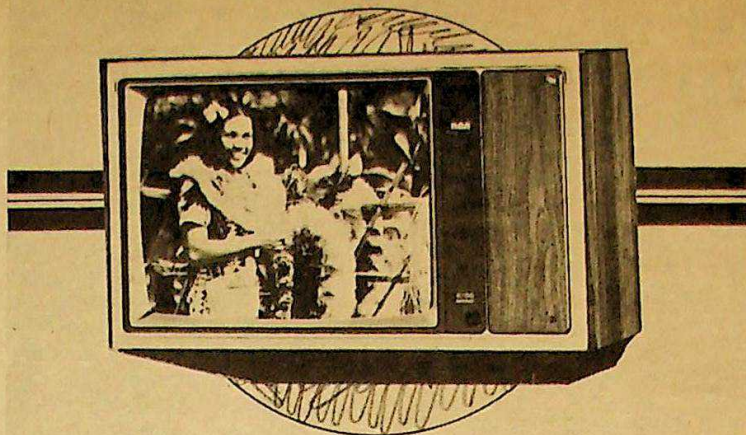
ROLLING MEADOWS, Ill. (FNS) — Robert E. Hutchens, Indianapolis district manager, has been appointed manager of Penney's planned store in the North Riverside (Ill.) mall.

Hutchens will report to Robert F. Tamalka, Penney's Chicago district manager. The 267,000-square-foot store is scheduled to open in February in the near western Chicago suburb, joining Montgomery Ward and Carson Pirie Scott as major center anchors.

Hutchens joined Penney's in 1956 and was appointed district manager for 19 Indiana stores in 1972.

## Penney Will Build Store in Plattsburgh

PLATTSBURGH, N.Y. (FNS) — J.C. Penney Co. plans to build a department store at Pyramid Mall here.



**NEW COLORTRAK** — Featured in RCA's expanded line of four new XL-100 ColorTrak receivers is the Raeburn (Model FU 498DA), a 19-inch table model with remote control operation. The Raeburn carries a suggested list price of \$725. In addition, RCA has added two 25-inch console models: and a second 19-inch table model to the ColorTrak line.

## GE to Run Its Largest Consumer Promotion

(Continued from first page) market television program on the history of the Olympics.

The promotion will be supported with price cuts on selected major appliances and television, and consumer rebates of up to \$5 on 56 different products in all four housewares product categories. In addition, the company will offer a free portable AM radio with the purchase of any one of 17 digital clock radios or 15 tape recorders.

To be run under the Bicentennial theme of Happy Birthday America, TV commercials will appear on prime time in a series of NBC TV network programs from Feb. 2 to 22.

During the sale, GE will use radio advertising on at least five

networks, "saturation" spot television and key city newspaper ads.

GE officials said that merchandising programs will be made available to its dealers and distributors. This will include local-use TV spots, local-use radio commercials and newspaper ad repros, in store announcements and trim kits.

(See page 6 for complete list of GE housewares featuring rebates.)

Other aspects of the promotion include the following:

- Price cuts to major appliance dealers that will enable them to offer up to \$50 off on an 18.8-cubic-foot side-by-side refrigerator, two Potscrubber II dishwashers, a 30-inch cabinet range with self-cleaning oven and a 30-inch cabinet range with conventional oven. Also dealers will be able to offer up to \$50 off on any combination of a built in cook top and self cleaning wall oven and on a washer dryer pair.

- Television dealers will receive price cuts which will enable them to offer customers up to \$50 on a 17-inch diagonal Porta-Color TV set or a 25 inch console model. There also will be price reductions on other color and monochrome TV models.

- Housewares products will have consumer rebates of \$2, \$3 and \$5 on 56 different items in food preparation, time and information, garment care and personal care.

- Audio electronics will offer a "Spirit of '76" portable AM radio with the purchase of any one of 17 digital clock radios or 15 tape recorders. The AM radio has a retail value of \$6.50, according to the company.

Housewares and audio dealers will be able to tie in on a local basis with customized TV spots.

Major appliances featuring rebates of as much as \$50 are WWA 7400 washers, DDE 6200 dryers, JBS 26 and JPB 22 ranges, GSD 1050 and GSD 950 dishwashers, TFF 19D refrigerator freezers, any GE built-in P7 oven and any GE cook top.

Rebates of as much as \$50 are being offered on the following television sets: WYA 6314WD, 17-inch Porta Color, and WMC 9270, 25-inch console.

## Four Dealers Issue First Audio Catalog

CHICAGO — Four independent audio dealers who have been in an informal buying group for the last two years have issued their first audio catalog.

The 34-page glossy catalog lists 20 brand audio products.

In addition, each of the dealers has his own catalog. The dealers in the informal buying group are Hi-Fi Hutch, Inc., with two outlets, Columbia Hi Fi & TV, Inc. also with two outlets, Audio Consultants and Audio Enterprises.

"We're four independent dealers who have formed a buying group to get that volume price that's going to make any system you buy from us a good buy," says the catalog.

The catalog shows suggested retail prices on some of the products but the prices "should be used only as a guide in selecting the audio gear to suit your needs and budget. In many cases our prices will be lower when individual components are combined in systems," it was pointed out.

## Panasonic Bowls Along With M'Oven

SECAUCUS, N.J. — Panasonic is offering through Dec. 31 a free cake bowl to consumers who purchase one of the company's microwave ovens during or immediately following a retail floor demonstration.

Patricia Quarles, Panasonic's national home economist, said the cake bowl is being used as a promotional item in most cities to help measure the effectiveness of microwave oven demonstrations.

A coupon for the cake bowl is given to shoppers by the demonstrators. If a unit is purchased, the manufacturer will send the cake bowl on receipt of the purchase registration card.

**THE BOWL MAY BE** sold as an accessory by retailers. Suggested retail is \$2.99, Mrs. Quarles said.

She noted that most prepacked cake mixes can be cooked in a microwave oven as well as any cake made from scratch, that is designed for microwave cooking.

Panasonic's cake bowl holds two cups of batter and the company said cooking time is six to seven minutes (full power) in most Panasonic models.

The bundt-pan design is said to insure even cooking. Centers generally do not cook as fast as the batter closer to the edge of the pan, Mrs. Quarles said.



PANASONIC'S cake bowl is designed for microwave oven use.

## Dependable Profits on Reliable Calculators and Backed by a Qualified Service Program

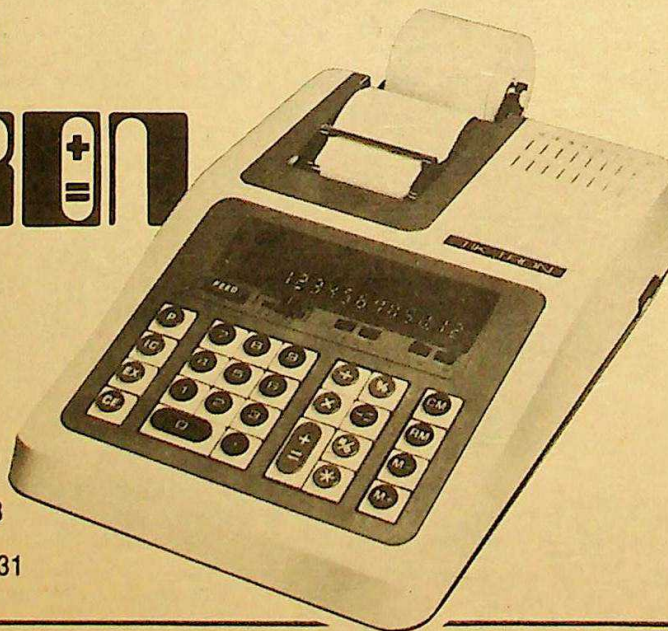
# TIK-TRON

The new name in printers and hand-held calculators that adds up to a big difference in profits and sales.

SOURCE: ERNIE PAPPAS  
Vice-President, Sales

## TIK-TRON INC.

41 Jackson St., Worcester, MA 01608  
(617) 755-6132  
1317 Donohue Dr., San Jose, CA 95131  
(408) 272-2565



**DON'T MISS TIK-TRON AT CES BOOTH W-141**



99/279

NOV., 1975

17.

2517212

WEST  
GERMANY

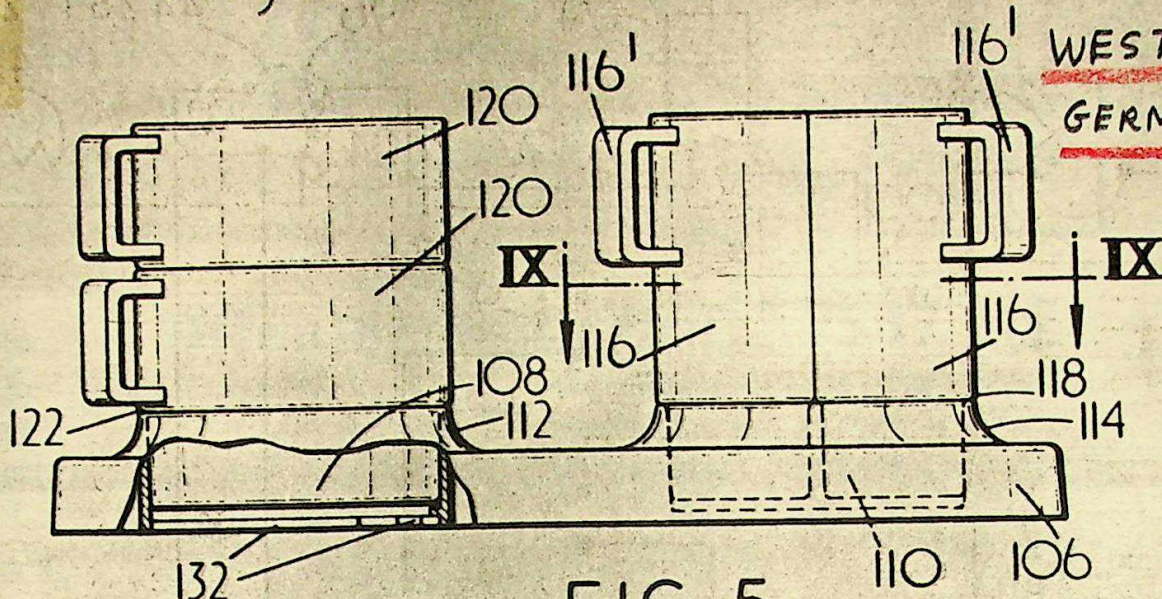


FIG. 5

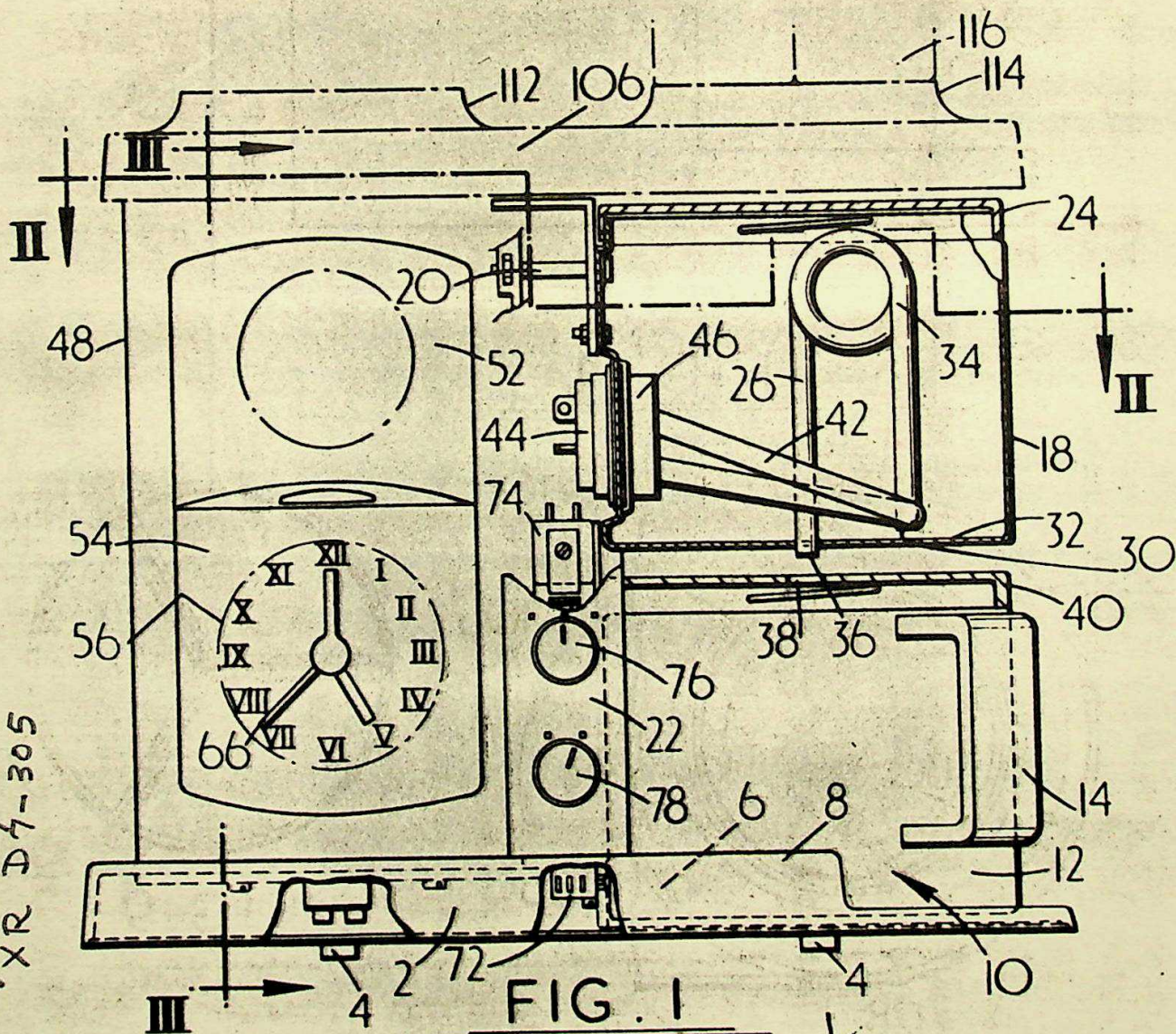


FIG. 1

from 99/279 X  
XR D7-305

509845/0759

A47J 31-10

AT:16.04.1975 OT:06.11.1975



51

19

BUNDESREPUBLIK DEUTSCHLAND

DEUTSCHES



PATENTAMT

WEST GERMANY  
GROUP. 242  
CLASS. 99  
RECORDED

DT 25 17 212 A

# Offenlegungsschrift 25 17 212

11

21

22

43

Aktenzeichen: P 25 17 212.7  
Anmeldetag: 16. 4. 75  
Offenlegungstag: 6. 11. 75

30

Unionspriorität:

32 33 31

17. 4. 74 Großbritannien 16711-74

54

B PIFC- M3666W/46 \*DT 2517-212  
Manually or automatically switched-on hot drink maker - has thermostat  
and safety cut-out mechanism and siphon tube for water  
PIFCO LTD 17.04.74-GB-016711  
P28 (06.11.75) A47j-31/10

1. beispielsweise Tee oder

71

A The hot drink maker comprises a water boiler which is  
mounted above the tea or coffee pot and is provided with a  
removable sealing lid as well as an electric heating coil  
linked to a control circuit. A siphon tube also provided  
in the boiler is open on both sides and is mounted with its  
upwardly aligned end above the base of the boiler to cause  
the passage of the water into the tea pot. A thermostat  
responding to the water temperature is also mounted in the  
boiler and breaks the current supply to the heating element  
when the temperature of the water in the boiler has reached  
a preset degree. The machine is designed with a timer so  
that the drinks can be made automatically or when set by  
hand. 16.4.75 as 517212. (18 pp)

Dr.; Seiler, H., Dipl.-Ing.;  
-Ing.;  
lte, 1000 Berlin,

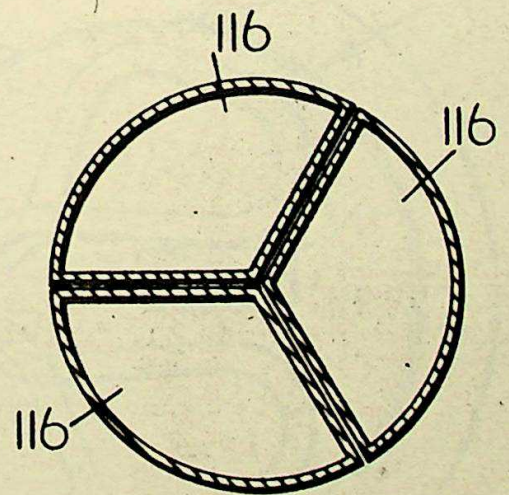
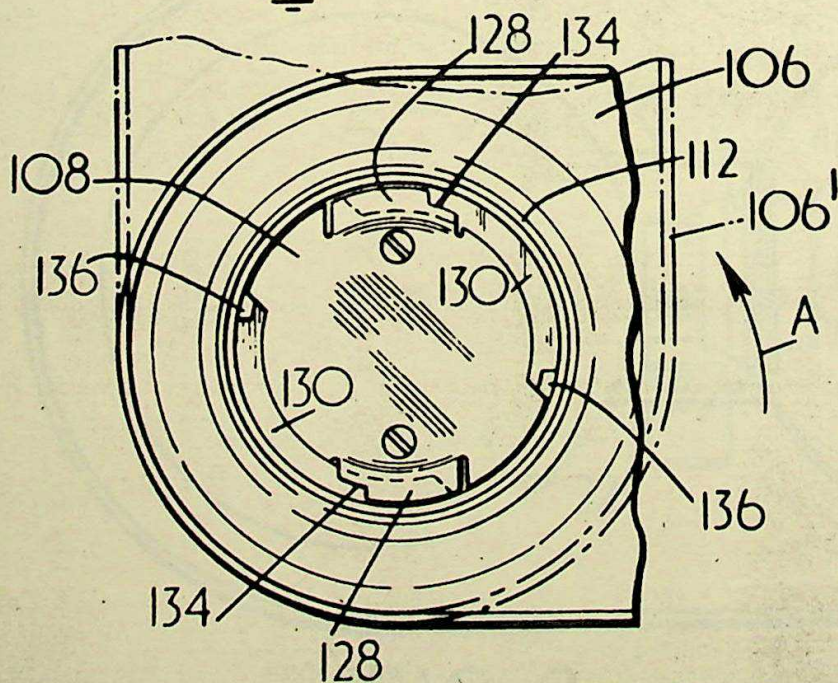
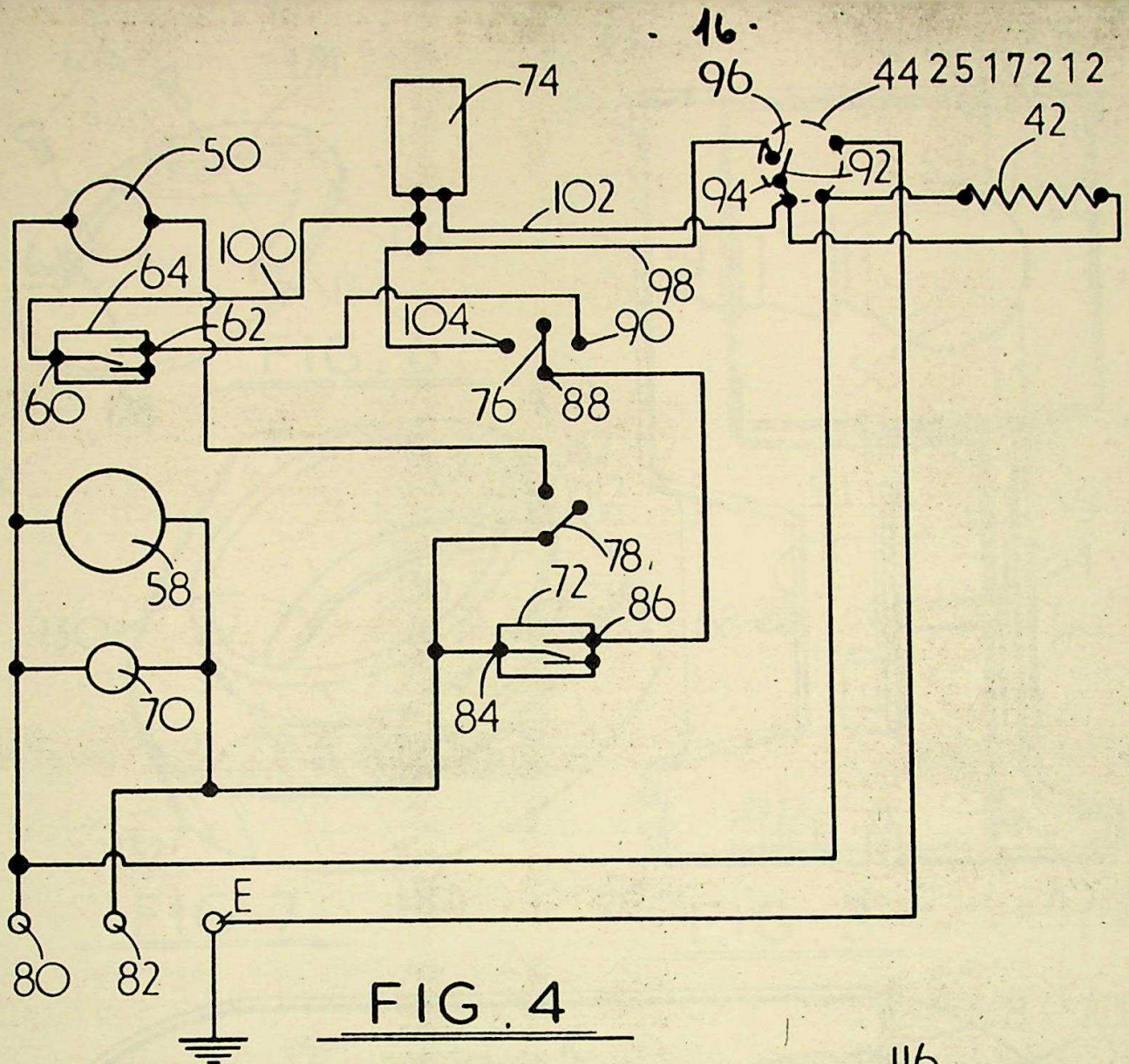
74

72

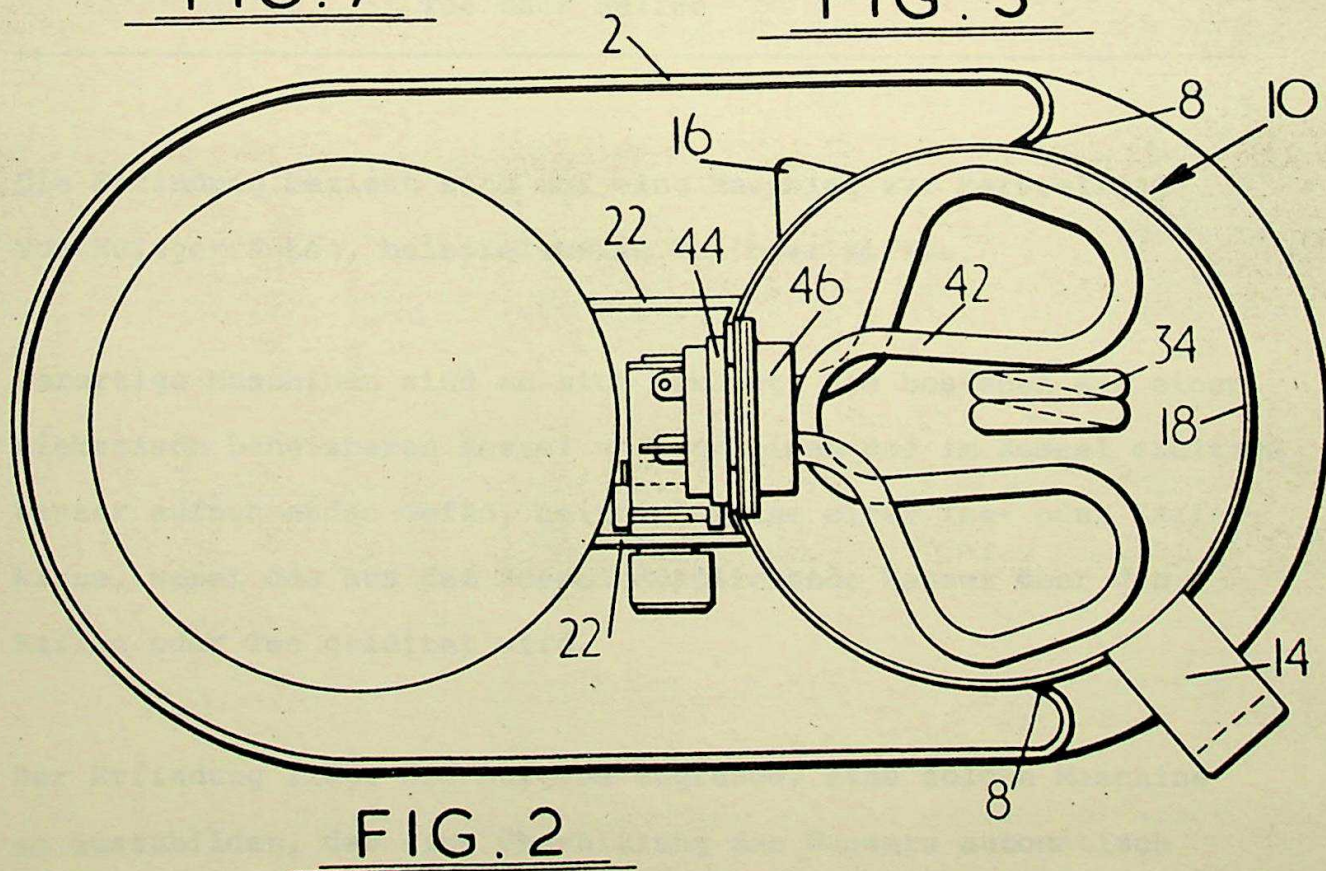
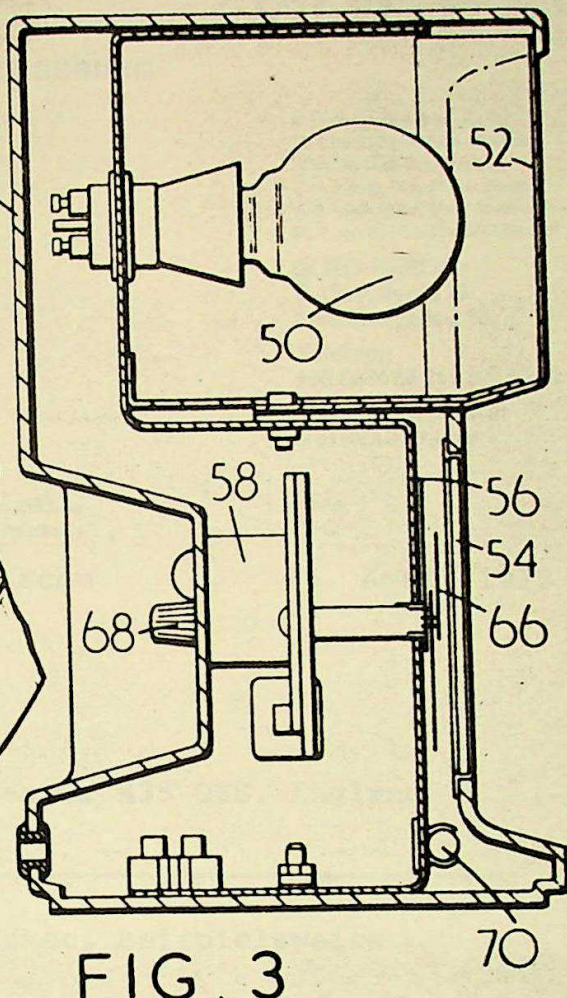
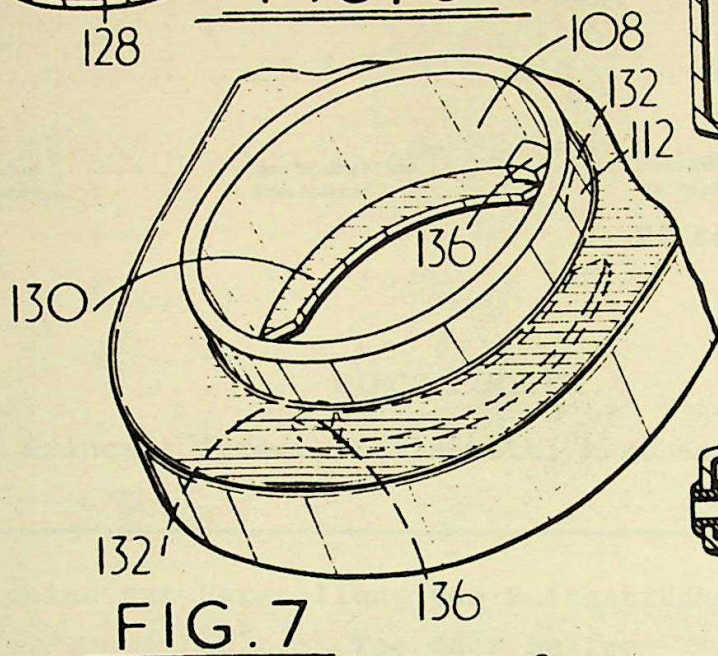
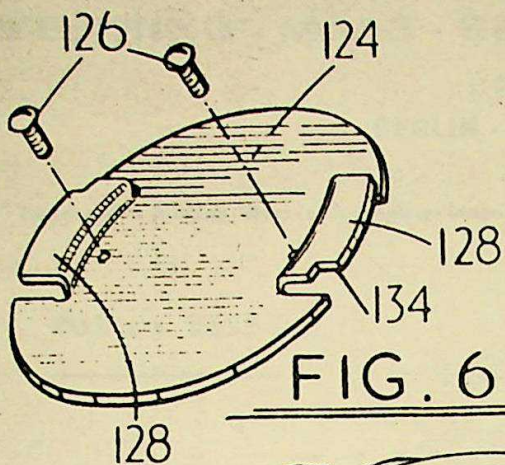
Byron, Mossley;

DT 25 17 212 A1











J. Pfennig, Dipl.-Ing. · Berlin  
Dr. I. Maas, Dipl.-Chem. · München  
H. Seiler, Dipl.-Ing. · Berlin  
K. H. Meinig, Dipl.-Phys. · Berlin  
J. M. Lemke, Dipl.-Ing. · Augsburg  
Dr. G. Spott, Dipl.-Chem. · München

Patentanwälte Pfennig · Maas · Seiler · Meinig · Lemke · Spott

Folio: 81953

BORO BERLIN:  
D 1000 Berlin 19  
Oldenburgallee 10

Telefon:  
030 / 304 55 21 / 304 55 22

Telegrammadresse:  
Seilwehrpatent

Ihr Zeichen  
Your reference

Ihre Nachricht vom  
Your letter of

Unser Zeichen  
Our reference

Berlin  
Date

Pf/schu

16. April 1975

PIFCO LIMITED

Princess Street, Failsworth, Manchester M35 0HS, England

---

Maschine zur Herstellung von Heißgetränken, beispielsweise  
Tee oder Kaffee

---

Die Erfindung bezieht sich auf eine Maschine zur Herstellung  
von Heißgetränken, beispielsweise Tee oder Kaffee.

Derartige Maschinen sind an sich bekannt, sie bestehen aus einem  
elektrisch beheizbaren Kessel und aus einem das im Kessel erhitzte  
Wasser aufnehmenden Gefäß, beispielsweise einer Tee- oder Kaffee-  
kanne, wobei das aus dem Kessel ausfließende Wasser über den  
Kaffee oder Tee geleitet wird.

Der Erfindung liegt die Aufgabe zugrunde, eine solche Maschine  
so auszubilden, daß eine Überhitzung des Wassers automatisch  
ausgeschlossen ist, und daß die Maschine wahlweise der automatischen

509845/0759



- 2 -

Herstellung des Heißgetränkes zu einem beliebig einstellbaren Zeitpunkt dienen kann oder eine sofortige Herstellung ermöglicht.

Die der Lösung dieser Aufgabe dienenden Merkmale ergeben sich aus den Ansprüchen.

Die erfindungsgemäße Maschine besitzt einen Wasserkessel, der mit einem abnehmbaren ihn dichtend verschließenden Deckel versehen ist. Der Wasserkessel ist mit einer elektrischen Heizschlange ausgestattet, die an einen Steuerstromkreis angeschlossen ist, und in dem Kessel ist ein siphonartiges Rohr vorgesehen, das beiderseitig offen ist und mit seinem einen aufwärts gerichteten Ende oberhalb des Kesselbodens liegt. Das siphonartige Rohr besitzt einen ersten sich nach aufwärts erstreckenden Schenkel, der in einen Mittelteil übergeht, der mehr als eine schraubenförmige, eine vorzeitige Entleerung des Kessels verhindernde Windung aufweist, die in einen nach abwärts gerichteten Rohrteil übergeht, der sich durch den Kesselboden erstreckt und der Einführung des heißen Wassers in die Tee- oder Kaffeekanne dient. Die Tee- oder Kaffeekanne ist unterhalb des Kessels angeordnet. In dem Kessel ist weiterhin ein auf die Wassertemperatur ansprechender Thermoschalter angeordnet, der die Stromzufuhr zu dem

- 3 -



Heizelement unterbricht, wenn die Wassertemperatur im Kessel einen vorbestimmten Wert erreicht.

Die beiliegenden Zeichnungen zeigen eine beispielsweise Ausführungsform der Erfindung, und es bedeutet:

Fig. 1 eine schematische Vorderansicht der Maschine, bei der die auf der Maschine angeordnete Schale in strichpunktierten Linien angedeutet ist,

Fig. 2 Schnitt gemäß Linie II-II der Fig. 1,

Fig. 3 Schnitt gemäß Linie III-III der Fig. 1, wobei die Grundplatte der Maschine fortgelassen ist,

Fig. 4 das elektrische Schalt diagramm,

Fig. 5 Vorderansicht der auf der Maschine befindlichen Schale mit linksseitig angeordneten Tassen und rechtsseitig angeordneten Gießbehältern,

Fig. 6 perspektivische Darstellung eines an der Maschine befestigten, der drehbaren Aufnahme der Schale dienenden Fanggliedes,



-- 4 --

Fig. 7 perspektivische Teildarstellung des mit dem Fangglied in Eingriff bringbaren Endes der Schale,

Fig. 8 Aufsicht gemäß Fig. 7 und

Fig. 9 Schnitt gemäß Linie IX-IX der Fig. 5.

Die Figuren 1 bis 3 zeigen eine der Herstellung eines Tee-Getränkes dienende Maschine mit einem horizontalen Sockel 2, der aus Plastik besteht und mit Füßen 4 versehen ist. In der Oberseite des Sockels 2 ist eine kreisförmige Ausnehmung 6 vorgesehen, die nur zum Teil von Seitenwänden 8 umgeben ist, so daß sich eine Zugangsöffnung 10 ergibt, durch die eine Teekanne 12, die aus Metall bestehen und eine zylindrische Form hat, bequem in die Ausnehmung 6 eingesetzt und aus ihr entnommen werden kann. Die Teekanne 12 besitzt einen Handgriff 14 und eine Gießtülle 16. Wenn die Teekanne in die Ausnehmung 6 eingesetzt ist, befindet sie sich unterhalb eines Kessels 18, der aus Metall bestehen und einen Zylindrischen Querschnitt besitzen kann. Der Kessel 18 ist durch wenigstens eine Schraube an einer hohlen aufrecht stehenden Stütze 22 befestigt; die Stütze kann aus Kunststoff bestehen und erstreckt sich von der Grundplatte 2 nach oben und ist neben der Aus-



nehmung 6 befestigt.

Der Kessel 18 ist mit einem abnehmbaren Deckel 24 versehen, der das Innere des Kessels dichtend gegenüber der umgebenden Atmosphäre abschließt. In dem Kessel ist ein Siphonrohr 26 angeordnet, das mit seinem einen offenen Ende oberhalb des Kesselbodens 32 liegt. Von dem offenen Ende 30 erstreckt sich das Rohr nach oben zu einem gebogenen Rohrteil 34, der mehr als eine schraubenförmige Windung besitzt, deren oberer Scheitel über dem normalen Wasserstand des Kessels liegt. Die mehrfachen Schraubenwindungen des Rohrteiles 34 verhindern eine vorzeitige Abgabe des Wassers aus dem Kessel. Der gebogene Rohrteil 34 besteht aus einer doppelten Schraubenwindung. Von dem Rohrteil 34 erstreckt sich das Rohr nach unten über eine Dichtung durch den Kesselboden 32 hindurch und bildet ein unteres offenes Ende 36, das unmittelbar über einer Öffnung 38 eines Deckels 40 der Teekanne liegt. In dem Kessel ist ein elektrisches Heizelement 42 angeordnet, in dessen Stromkreis ein an sich bekannter Thermoschalter 44 liegt, der an der Kesselwandung befestigt ist. Der Thermoschalter 44 besitzt einen aus Metall bestehenden Wärmefühler 46, der die Temperatur des kochenden Wasser in dem Kessel auf den Thermoschalter 44 überträgt und bei Erreichen der Kochtemperatur des Wassers den zum Heizelement führenden Stromkreis unterbricht.



Ein zylindrisches Gehäuse 48, das aus Kunststoff bestehen kann, ist in einer Ausnehmung der Grundplatte 2 angeordnet und mittels eines Bolzens 20 mit der Stütze 22 verbunden. Der Durchmesser des Gehäuses 48 ist praktisch gleich demjenigen des Kessels und der Teekanne, so daß die Maschine beiderseits der Stütze 22 symmetrisch ausgebildet ist. Das Gehäuse 48 besitzt eine elektrische Lampe 50 und vor der Lampe eine durchscheinende getönte Scheibe 52. Das Gehäuse 48 besitzt auch ein durchsichtiges Fenster 54, das vor dem Zifferblatt 56 einer Uhr angeordnet ist, die mit einem Stunden- und Minutenzeiger versehen ist, die durch ein an sich bekanntes elektrisches Uhrwerk 58 betätigt werden, das in dem Gehäuse 48 angeordnet ist. Die Uhr ist bekannterweise so ausgebildet, daß die Kontakte 60, 62 eines Mikroschalters 64 ( Fig. 4) zu einem beliebig einstellbaren Zeitpunkt geschlossen werden, in Abhängigkeit von der Stellung eines drehbaren Schaltzeigers 66, der von Hand durch einen Knopf 68 einstellbar ist. Eine Neonlampe 70 ist in dem Gehäuse 48 angeordnet, die das Zifferblatt 56 beleuchtet.

In der Grundplatte 2 ist im Steuerstromkreis ein Mikroschalter 72 angeordnet, der in die Ausnehmung 6 hinein derart vorsteht, daß er durch die Teekanne 12 geschlossen wird, wenn diese mit ihm in Kontakt tritt, wenn sie genau in der Ausnehmung 6 unterhalb des Kessels aufgenommen ist.



- 7 -

Der Stromkreis umfaßt auch einen Summer 74, der in der Stütze 22 befestigt ist und einen drei Schaltstufen aufweisenden Schalter 76, der an der Stütze 22 angeordnet ist. In einer Stellung des Schalters 76 ist der Stromkreis unterbrochen, so daß das Heizelement 42 stromlos ist; in einer zweiten Schaltstufe wird das Heizelement 42 unmittelbar an Spannung gelegt, wenn der Schalter 72 geschlossen ist, und in einer dritten Schaltstufe wird das Heizelement 42 automatisch an Spannung gelegt bei geschlossenem Schalter 72, wenn die Uhr den auf ihr eingestellten Zeitpunkt erreicht. Die Stütze 22 trägt auch einen von Hand betätigbaren Schalter 78 zum Aus- und Einschalten der Lampe 50.

Nachstehend wird die Arbeitsweise der Maschine an Hand der Figuren 1 bis 4 erläutert. Die Kontakte 80, 82 und ein Erdkontakt E sind mit einer elektrischen Stromquelle verbunden, die das Uhrwerk 58 antreibt und die Lampe 70 erregt. Die Teekanne 12 wird mit Wasser bis zu einem durch eine Markierung b bestimmten Pegelstand gefüllt, und das Wasser wird daraufhin in den Kessel 18 eingegeben, worauf der Kessel 18 mit dem Deckel 24 verschlossen wird. In die Teekanne werden lose Teeblätter oder Teebeutel eingegeben, worauf die Teekanne in die Ausnehmung 6 eingesetzt wird, wodurch die Kontakte 84, 86 des Mikroschalters 72 aneinander zur Anlage kommen. Die Leistung des Heizelementes 42 ist

- 8 -



bekannt, und damit ist auch die Zeitdauer  $t$  bekannt, die erforderlich ist, um das in dem Kessel befindliche Wasser auf Siedetemperatur zu erhitzen nach erfolgter Einschaltung des Heizelementes. Wenn daher ein Tee automatisch zu einem bestimmten Zeitpunkt  $T$  der Uhr bereitet werden soll, wird der Zeiger 66 auf eine Zeit  $T - t$  eingestellt und der Schalter 76 so betätigt, daß die Kontakte 88, 90 aneinander zur Anlage kommen. In seiner Ruhestellung verbindet ein in dem Thermo- schalter 44 angeordneter Bimetallschalter 92 die Kontakte 94 und 96 miteinander. Wenn daher die Uhr die Zeit  $T - t$  erreicht, und ihren Mikroschalter 64 betätigt durch Berührung der Kontakte 60 und 62, wird das Heizelement 42 über die Leitung 98 und den Schalter 92 erregt, da der hohe Widerstand des Summers 74 einen so geringen Stromanteil erhält, daß er nicht betätigt wird. Wenn das Wasser in dem Kessel zum Kochen gelangt, wird durch die über den Wärmefühler 46 geleitete Wärme der Bimetallschalter 92 geöffnet. Nunmehr fließt der Strom zu dem Heizelement allein über die Leitung 100, den Summer 74 und die Leitung 102. Durch die elektrische Energie wird der Summer nunmehr erregt und gibt ein Warnsignal ab, das aussagt, daß das Wasser gekocht hat; die dem Heizelement zugeführte elektrische Energie ist jedoch weitgehend wegen des hohen Widerstandes des Summers 74 reduziert. Das kochende Wasser geht über das Siphonrohr automatisch in den Teekessel über.



- 9 -

Tee kann jedoch unabhängig von der Uhr zu jedem beliebigen Zeitpunkt zubereitet werden dadurch, daß der Schalter 76 in eine Stellung gebracht wird, in der die Kontakte 88 und 104 aneinander zur Anlage gelangen.

Gegebenenfalls kann die Uhr auch so ausgelegt werden, daß dann, wenn der Zeiger 66 auf die Zeit T eingestellt ist, der Mikroschalter 64 automatisch bei einem Zeitpunkt  $T - t$  der Uhr betätigt wird.

Es kann auch eine Lampe vorgesehen sein, die automatisch aufleuchtet, wenn der Summer ertönt, oder anstelle des Summers kann auch die Lampe zusammen mit einem entsprechend hohen Widerstand verwendet werden, um ein Signal zu geben. Die Lampe kann auch eine Blinklampe sein.

Die Maschine kann verwendet werden, um auch andere Heißgetränke als Tee zu bereiten. Beispielsweise kann ein perforierter korbartiger Behälter zur Aufnahme eines Kaffeebeutels oder eines Filterpapiers und gemahlenen Kaffees oder Kaffeepulvers unmittelbar unter der Öffnung 38 des Deckels der Kanne 12 angeordnet sein.

- 10 -



Wie die Figuren 5 bis 9 zeigen, kann die Maschine mit einer Aufsetz-Schale 106 versehen sein, die aus Kunststoff bestehen kann. Diese Schale besitzt eine kreisförmige durchgehende Öffnung 108 und eine ebenfalls kreisförmige Ausnehmung 110, wobei die Öffnung 108 und 110 an gegenüberliegenden Enden der Schale angeordnet sind. Die Öffnung 108 und die Ausnehmung 110 sind umgeben durch aufwärts gerichtete Ringflansche 112 und 114. Drei einander gleiche Behälter 116, von denen jeder einen kreissektorförmigen Querschnitt besitzt, wie Figur 9 zeigt, bilden zusammen eine zylindrische Umfangsfläche und sind in die Ausnehmung 110 einsetzbar, wobei sie sich mit nach auswärts gerichteten Schultern 118 auf dem Rand des Ringflansches 114 abstützen. Jeder Behälter 116 kann mit einem nicht dargestellten Deckel und einem Henkel 116' versehen sein. Die Behälter 116 können zur Aufnahme von Milch, Zucker, Teeblättern oder Teebeuteln oder anderen Geschmacksgebenden Substanzen dienen. Tassen 120, die ineinander gestapelt sind, ruhen mit ihrer untersten Tasse in der Öffnung 108, wobei eine umlaufende Schulter 122 der untersten Tasse 120 sich auf dem Rand des Ringflansches 112 abstützt.

Die Schale 106 ist drehbar auf der Oberseite des Gehäuses 48 angeordnet und wird mittels eines Fanggliedes 124 gehalten, das durch Schrauben 126 auf dem Gehäuse 48 befestigt



- 11 -

ist. Das Fangglied 124 hat ein Paar von diametral gegenüberliegenden nach oben abgewinkelten Flanschen 128, die über diametral entgegengesetzte bogenartige Flansche 130 der Schale 106 greifen, die am unteren Ende der Öffnung 108 mit einem Abstand 132 angeordnet sind. Um die Schale 106 auf dem Gehäuse 48 anzubringen, wird die Schale 106 so gehalten, daß die Flansche 128 in die Zwischenräume 132 eintreten. Dann wird die Schale um annähernd  $45^{\circ}$  gedreht, wie in Figur 8 in ausgezogenen Linien gezeigt ist, so daß die Flansche 128 über den Flanschen 130 zu liegen kommen. In dieser Stellung befindet sich die Schale über dem Wasserkessel 18. Um einen Zugang zum Wasserkessel 18 zu schaffen, wird die Schale weiter um einen Winkel von  $90^{\circ}$  in Richtung des Pfeiles A in eine in Figur 8 mit 106' bezeichnete Position gedreht, wobei Ausschnitte 134 in den diametral gegenüberliegenden Enden der Flansche 128 mit Widerlagern 136 in Kontakt treten, die an diametral gegenüberliegenden Enden der Flansche 130 angeordnet sind.

- 12 -



A n s p r ü c h e

- (1) Maschine zur Herstellung von Heißgetränken, beispielsweise Tee oder Kaffee, bestehend aus einem elektrisch beheizbaren Kessel und einem das im Kessel erhitzte Wasser aufnehmenden Gefäß, beispielsweise einer Tee- oder Kaffeekanne, d a d u r c h g e k e n n - z e i c h n e t , daß der Kessel oberhalb des Aufnahmegefäßes angeordnet ist und einen abnehmbaren, ihn dichtend verschließenden Deckel trägt, und daß in dem Kessel eine elektrische Heizschlange und ein der Überführung des Wassers in das Aufnahmegefäß dienendes siphonartiges Rohr und ein im Stromkreis des Heizelementes liegender, auf die Wassertemperatur des Kessels ansprechender, die Stromzufuhr zum Heizelement bei Erreichen einer vorbestimmten Wassertemperatur unterbrechender Thermoschalter angeordnet sind.
2. Maschine nach Anspruch 1, dadurch gekennzeichnet, daß das siphonartige Rohr beiderseitig offen ist und einen aufwärts gerichteten, oberhalb des Kesselbodens endenden Schenkel, einen an den Schenkel anschließenden, eine vorzeitige Abgabe des Wassers verhindernden, wenigstens eine schraubenförmige Windung besitzenden Mittelteil



und einen anschließenden abwärts gerichteten, den Kesselboden dichtend durchgreifenden Schenkel besitzt.

3. Maschine nach Anspruch 1 oder 2, dadurch gekennzeichnet, daß der Kessel fest an der Maschine angeordnet und das Aufnahmegefäß frei unter dem Kessel in die Maschine einsetzbar und entnehmbar ist.
4. Maschine nach einem der Ansprüche 1 bis 3, dadurch gekennzeichnet, daß in dem Stromkreis des Heizelementes ein durch das in die Maschine eingesetzte Aufnahmegefäß in Schließstellung bewegbarer Schalter angeordnet ist.
5. Maschine nach einem der Ansprüche 1 bis 4, dadurch gekennzeichnet, daß an der Maschine eine einstellbare Schaltuhr und ein von Hand betätigbarer Schalter angeordnet sind, wobei der Schalter eine Ausschaltstufe, ein das Heizelement unmittelbar an Spannung legende Stufe und eine das Heizelement über die Schaltuhr an Spannung legende Stufe besitzt.
6. Maschine nach einem der Ansprüche 1 bis 5, dadurch gekennzeichnet, daß auf der Maschine eine zur Aufnahme von dem Verzehr des Getränkes bestimmten Gegenständen,



wie Tassen, Sahnegießer und dergleichen, dienende Schale vorgesehen ist, die zwecks Freigabe der Einfüllöffnung des Kessels drehbar angeordnet ist.



# Calif. Dealers, Eastern Mfrs.

LOS ANGELES (FNS) — A closer relationship is developing between southern California housewares retailers and Eastern manufacturers because of the frustrating months of recession.

"It's almost like having suffered through a war together. We've taken our losses, but somehow the survivors are closer, more understanding of each other's problems and more optimistic about the future," said a discount department store buyer.

Acknowledging that it's a buyer's market and perhaps that's one

reason producers are so accommodating, a department store buyer observed the new situation goes beyond such immediate goals.

According to merchants queried here, national housewares manufacturers are seeing West Coast retailing as more important. "For the first time that I can recall — and I noticed it during the Chicago housewares show — national producers were willing to discuss the unique problems of merchandising in the West," said a buyer.

This "uniqueness" of Western retailing involves problems of

department store chains scattered over the area.

MIKE ROCKKIND, housewares buyer for the 38-unit Broadway Department Stores, explained: "Our marketplace is different from that in the East, and most national manufacturers are geared to think in Eastern terms. Here we have department store chains with 20 to 40 stores. In the East, chains have 10 to 15 units closer together which do much of the business.

"We require improved support from manufacturer personnel or representatives at the store level even though this might mean more

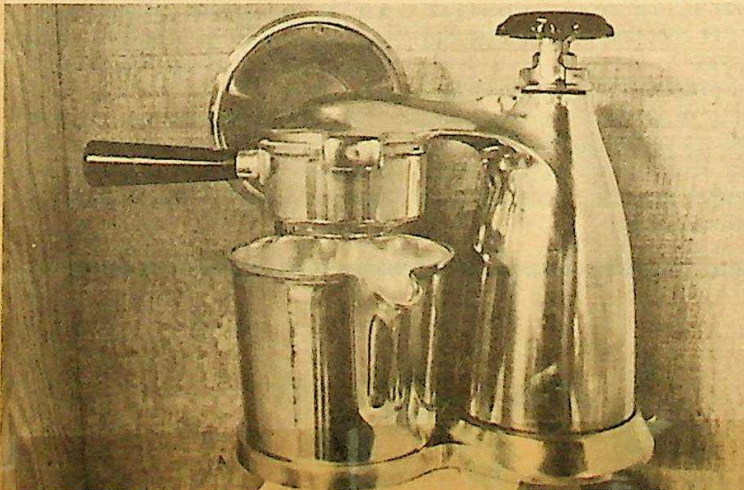
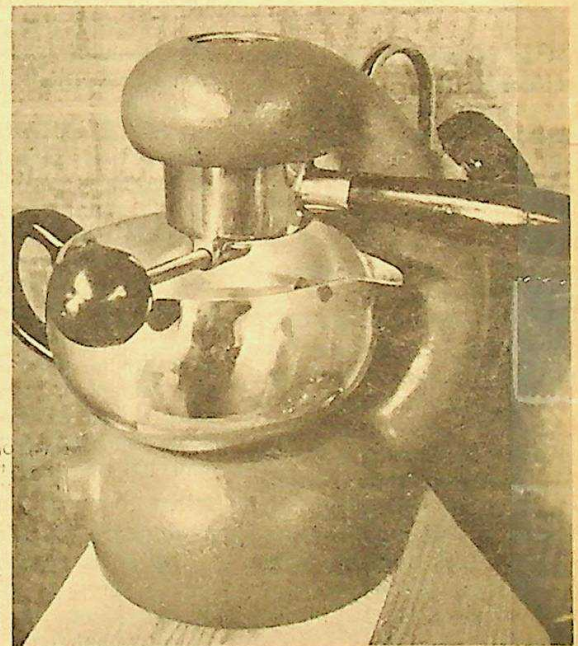
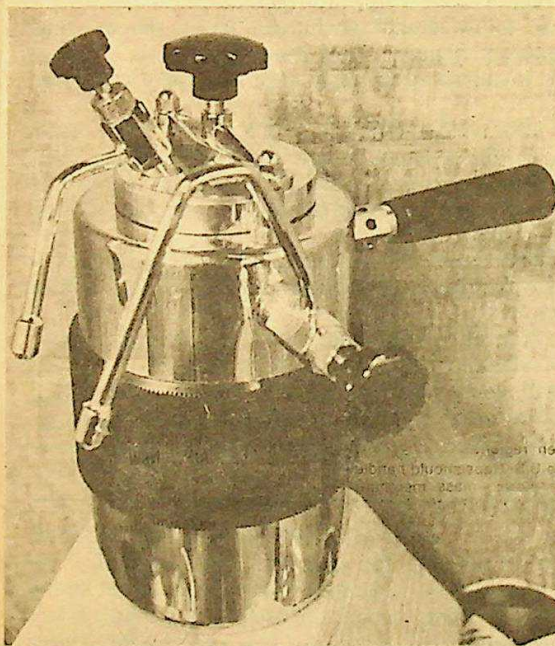
## Bloomie's Makes Espresso Inviting

Now coffee mavens can choose from percs, drips or these Italian coffeemakers from Coffee Imports International which make espresso and capuccino and retail for less than \$100.

"Considering what's available on the market, these Italian coffeemakers are a good price," said a

spokesman for Bloomingdale's who is interested in these new units.

"Normally, nine-cup electric capuccino makers retail for about \$250," said the Bloomingdale's spokesman.



**COFFEE IMPORTS INTERNATIONAL**, San Francisco, has introduced these three Italian coffeemakers. Vesuvio (above left) is made of chrome-plated steel and makes both espresso and capuccino. Retail is \$90.

Atomic (above right) also makes both espresso and capuccino. It is made of stainless steel and retails for \$70. Vesuviana (left) makes only espresso. The six-cup cast aluminum unit retails for \$30, and the 12-cup unit for \$40.





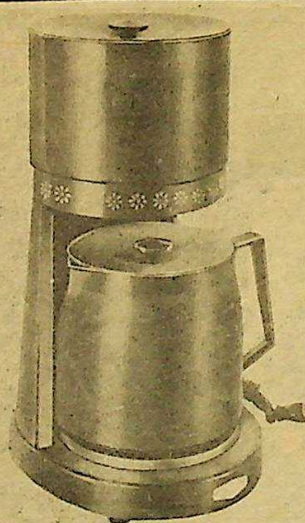


D7/62-309

HOME FURNISHINGS DAILY  
JULY 14, 1975 SEC. 2  
p. 24

HOME FURNISHINGS DAILY, MONDAY, JULY 14, 1975 SECTION 2 24

## The New Looks in Kitchen Electrics



**THE METAL WARE CORP.**, Two Rivers, Wisc.: Drip coffeemaker has a break-resistant coffee server for 5 to 10-ounce cups. The entire unit is metal except for the filter basket. It comes with a floral design on harvest gold. Suggested retail is \$25.

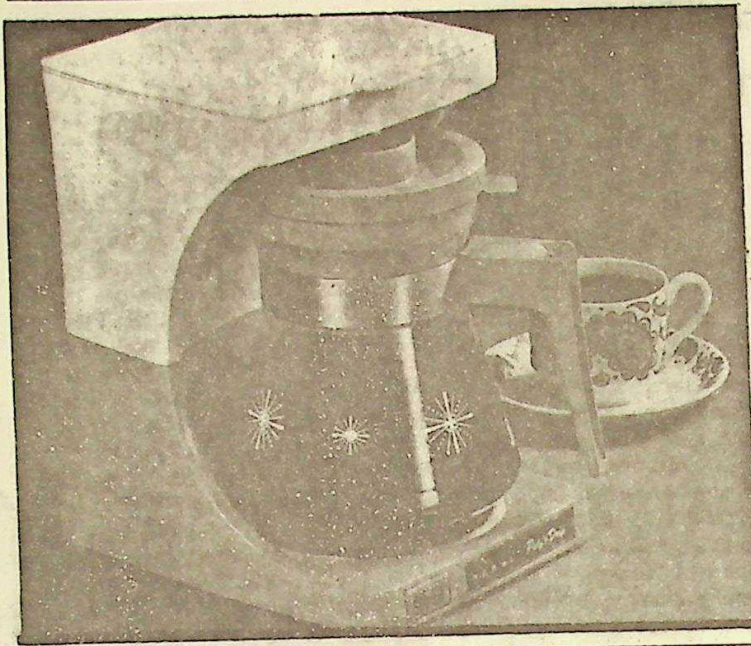
**HAMILTON BEACH**, Waterbury, Conn.: — Five chocolate brown appliances have been introduced. They include 275B electric knife for \$22.95 retail, 58B Stand Mixer with five-speeds for \$25.95, Model 640B Blender Plus with 14-speeds for \$36.95, Model 829B can opener for \$15.95 retail and Model 107B hand mixer with a suggested retail of \$14.95.

# Old Fashioned FULL

on this All New Dec

PROMOTIONAL OFFER





**FAMILY AFFAIR:** Regal Ware, Inc., has added to its family of Poly Perk coffeemakers an automatic drip model priced under \$35.

The 4-9 cup unit brews coffee in less than a minute per cup. It has removable pump assembly, designed to ease cleaning and deliming.

## Pizitz Promo Paced by GE, Mr. Coffee

BIRMINGHAM, Ala. (FNS) — General Electric irons at \$10.95, Mr. Coffee coffeemakers at \$39.95 along with stainless steel flatware and storage sheds paced volume in Pizitz' standout Housewares Home Economics sale here.

The eight-store chain launched the campaign with a seven-page spread in the Birmingham News, spotlighting on the first page Revereware cookware sets at \$20 to \$30 savings and stainless steel flatware service for eight at \$29.99, regularly \$49.95.

Response to the Revereware was said to be exceptional. Also active were Corningware starter sets with free pie pan at \$22.88 and a Cornwall slow cooker at \$17.99.

The response to Rival's Crock-Pot at \$17.99 was good.

Presto's cooker-canner, 12-quart size, moved well at \$49.97, along with Grandinetti's slow cooker at \$17.99, and Osterizer's 10-speed, 5-cup blender, at \$24.97, cut from \$29.97.

Farberware's \$24.99 fast coffeemaker did well at \$19.99, as did Rubbermaid's new \$1.59 ice

## A&S Event Aims at P

NEW YORK — Abraham & Straus' Queens store will hold a called Queens

D7/62

309 go Fete

### In Hardware Week

CLEVELAND — A banquet sponsored by the American Hardware Manufacturers Assn. will be the social highlight of Hardware Industry Week preceding the National Hardware Show next summer.

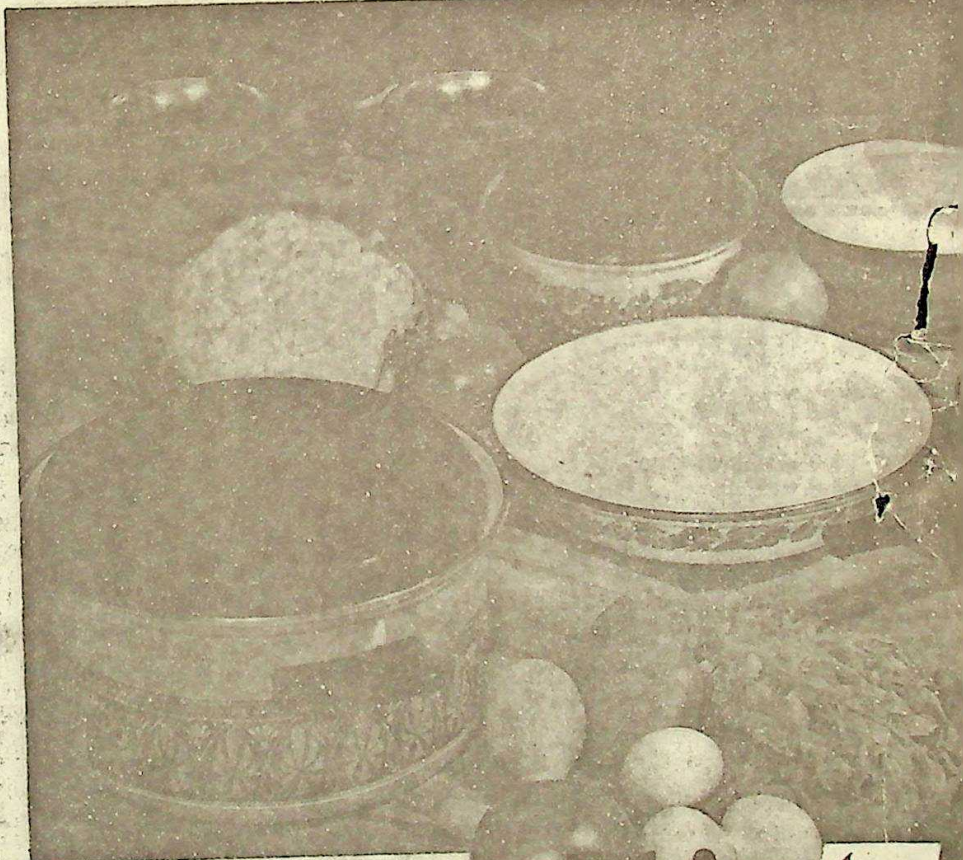
The gala affair at the Conrad Hilton Hotel, Chicago, Aug. 27, will feature appearances by entertainers Frank Gorshin and Mimi Hines.

and preparation of vegetable herbs.

A Farberware home ec will spend Wednesday afternoon teaching shoppers how to teach various vegetable breads. day, from 6 to 8 p.m., Golby, A&S' gourmet cooking will teach consumers how to and prepare a balanced vegetable meal.

On Saturday, the Farber economist will be there along with Bernice Stock, Oster's economist, will demonstrate make vegetable dips in the

A&S will have over 3,000 starter vegetable plants and plants for sale. It also will literature on how to take



This symbolizes Pointers from all o



p. 39



*Bunn-O-Matic  
introduces...*

The New  
Standard  
of Excellence  
in Brewers  
for Office  
Coffee Service

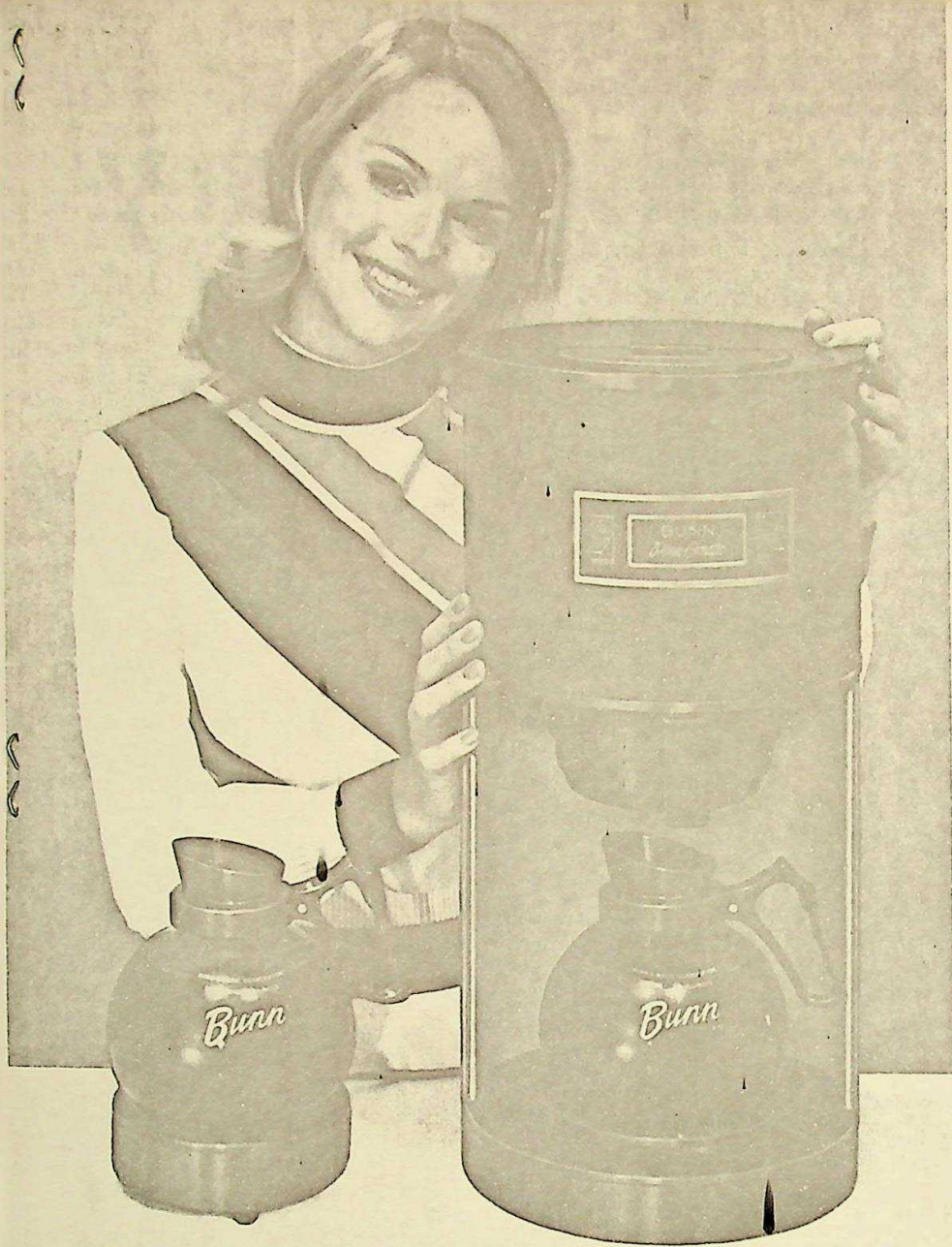
...**BUNN**  
**POUR-OMATIC®**

Model M-12

For Either 12-Cup  
or 8-Cup Programs

D7/62309





*Bunn-O-Matic  
introduces*

The  
Standard  
of Excellence  
in Brewed  
for Office  
Coffee Service

...BUNN  
**POUR-OMATIC**

Model

For Either 12  
or 8-Cup Programs

*The new BUNN Pour-O-matic Model M-12 is without question your best value today in high quality brewers specifically designed for profitable Office Coffee Programs.*

- Delivers consistently hot water throughout the brewing cycle to assure delicious coffee every time.
- There never has been a coffee brewer so straight-forward in basic design, yet incorporates all the proven and patented Bunn-O-Matic pour-over features.
- First brewer ever designed for *complete serviceability on location.*
- Unique, attractive, space-saving cylindrical shape fits in anywhere. Rich, woodgrain accent enhances office decor.
- Select either 12-cup or 8-cup models to fit your program. Matching auxiliary warmer available for additional capacity.
- Stainless steel tank. Where local water conditions necessitate occasional tank de-liming, the M-12 brewer offers fastest, easiest access to tank.
- BUNN® disposable paper filters provide proper control of flow as another assurance of brewing excellence.
- The attractive price helps make this exciting new brewer profitable for you in almost any location.

Learn more about this new profit maker — contact us  
for free literature or demonstration

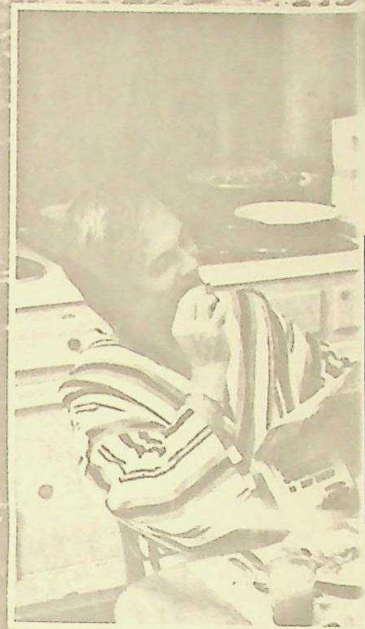
**BUNN-O-MATIC CORPORATION**

1400 Stevenson Drive • Springfield, Ill. 62708 • Phone: 217/529-6601



D7/62  
309

Pat and Shirley Boone  
be helping you sell Quik-Drip  
television commercials  
American households



The Big Dripper offers  
of coffee, less than a m

And The Big Dripper gives  
filtration system for clearer  
inset at the far left). Of cou  
you the advantage of color  
see, so the consumer can  
her kitchen decor.

Flavo-Drip and Fast 'n  
the cone-filtration syste

Here's news, too. Real Euro  
in an automatic Quik-Drip  
5-oz. cups of fresh, hot cof  
minute a cup. Stays hot, to  
warming/serving plate.

West Bend gives you a  
than anybody else.

Including the exclusive Exe  
you'll have 6 different Quik  
line of paper products to o  
variety of price points. That  
to sell up or down accordin  
And, these days, that's mo

New! Quik-Drip Big Dripper  
10-cup brews clear fresh coffee  
in less than a minute per 5-oz. cup.  
A West Bend exclusive! #5971 Avocado

SUPPLEMENT TO HOME  
FURNISHINGS DAILY  
JAN. 14, 1975 TUESDAY  
p. 2

the new 10-cup, quicker Quik-Drip  
in 3 kitchen colors. (We suggest you order early.)



D7/  
62  
309

ennial back-to-ware some sories e and  
notifs  
ral look, however, is be-  
ted in a different way in  
kware lines. New  
se being unveiled is  
of heavyweight metals,  
by color or pattern. The  
n cookware in today's  
ny is decidedly on func-  
l as form.  
logical tenor of the times  
be reflected in other  
areas. The rash of new  
hanging or standing — is

these days has sparked sales of stand mixers in many markets. General Electric is one of the major companies out to tap this growing market with a new stand mixer at the show. Sunbeam, too, is introducing a Mixmaster with dough hooks.

Judging by the efforts being put behind food preparation equipment at this show, many electric housewares producers appear to believe that consumers in increasing numbers will be cooking and entertaining at home this year.

In many instances, the new items are being beamed for preparing specialty foods. A case in point: Mirro's Porta-Pizza pizza maker.

the last few years because of tight money and uncertain raw material supplies is probably most evident in three electrics categories: Pistol-grip hair dryers, filter drip coffeemaker, and styling wands.

The ever-growing family of pistol-grip dryers, for instance, will become even larger — and possibly more confusing — than ever at this show.

WHERE 1,000 WATTS was the norm in July, manufacturers are coming up with pistol models with both higher and lower wattages this time around. General Electric has come up with a 700-watt unit, while Norelco is going in the other direction with a 1200 watt model.

In drip coffeemakers, a bevy of producers are moving into this field

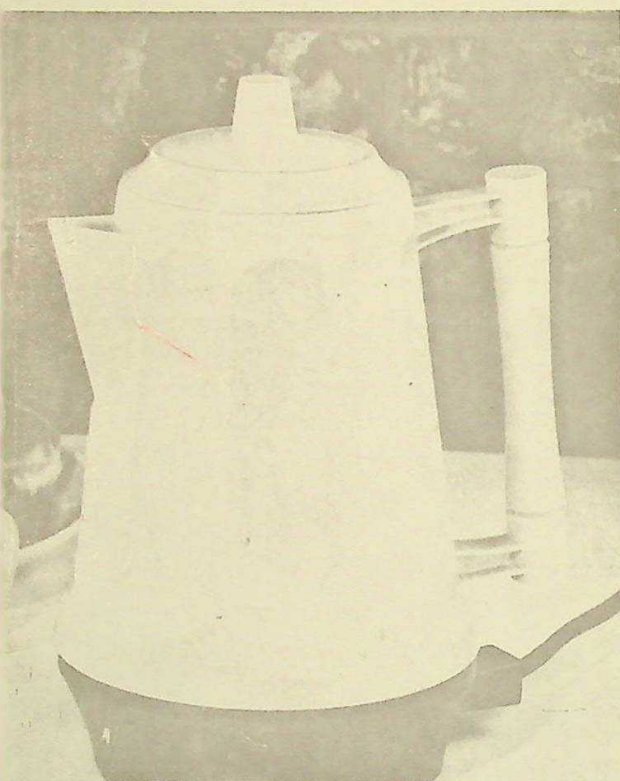
many refinements

• Manufacturers offering lower-price points in their lines despite a steady rise in cost of raw materials and labor that have pushed prices in general sharply above last year's levels.

Producers feel the price play will help retailers crack price resistance expected from budget minded consumers this winter

• More display and merchandising aids from manufacturers who have recognized the increasing need for point-of-sale aids on the retail floor.

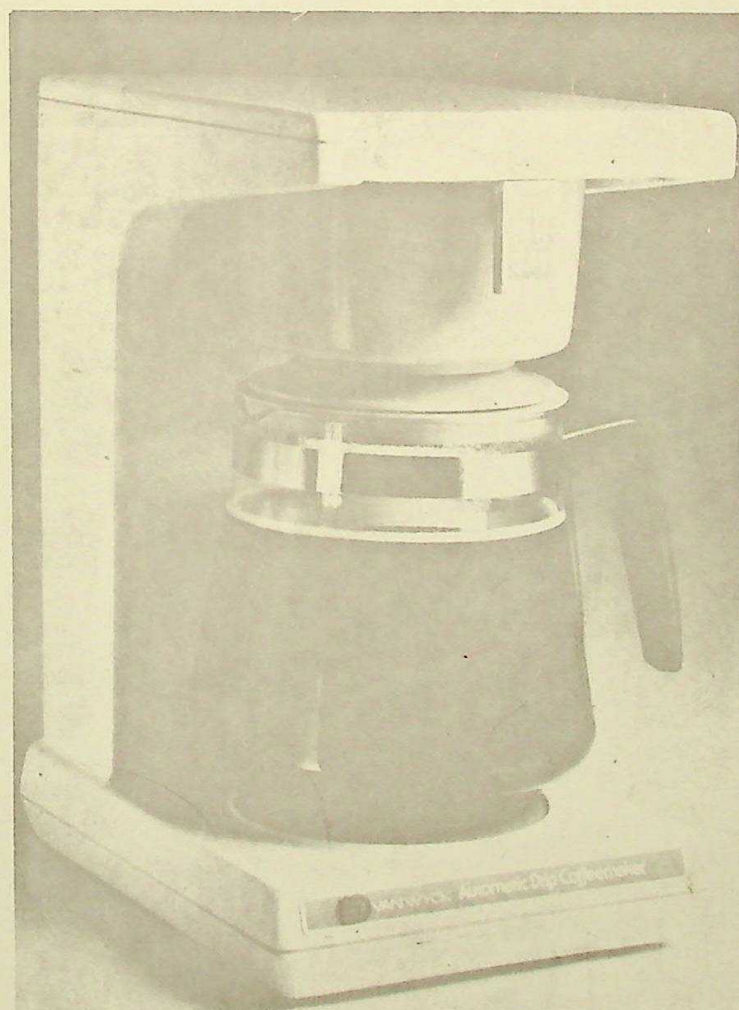
Detailed reviews of many of the new lines being offered at the National Housewares Exposition this week appear throughout this section.



4 Wedgwood perc with 3 capacity for \$19.98.



# A SALUTE ETO HOME FURNISHINGS DAILY ELECTRICS JAN. 13, 1975 SEC. II p. 2



DURA-PERC from Proctor (left) has an 8-cup capacity and brew selector. There's also a coffee ready light on this polypropylene unit that will retail for \$13.

ANOTHER NEW DRIP ... this one from Van Wyck. Ten-cup capacity; beige base. \$29.95.

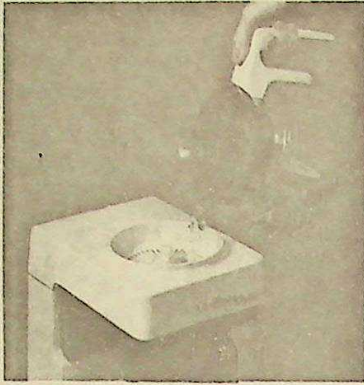


D7/62  
309





The Proctor-Silex System...so  
such great coffee every time..



1. Simply pour cold water into the wide open top for convenient, easy fill.



2. Place coffee in the disposable filter . . . or in "clear brew" permanent filter



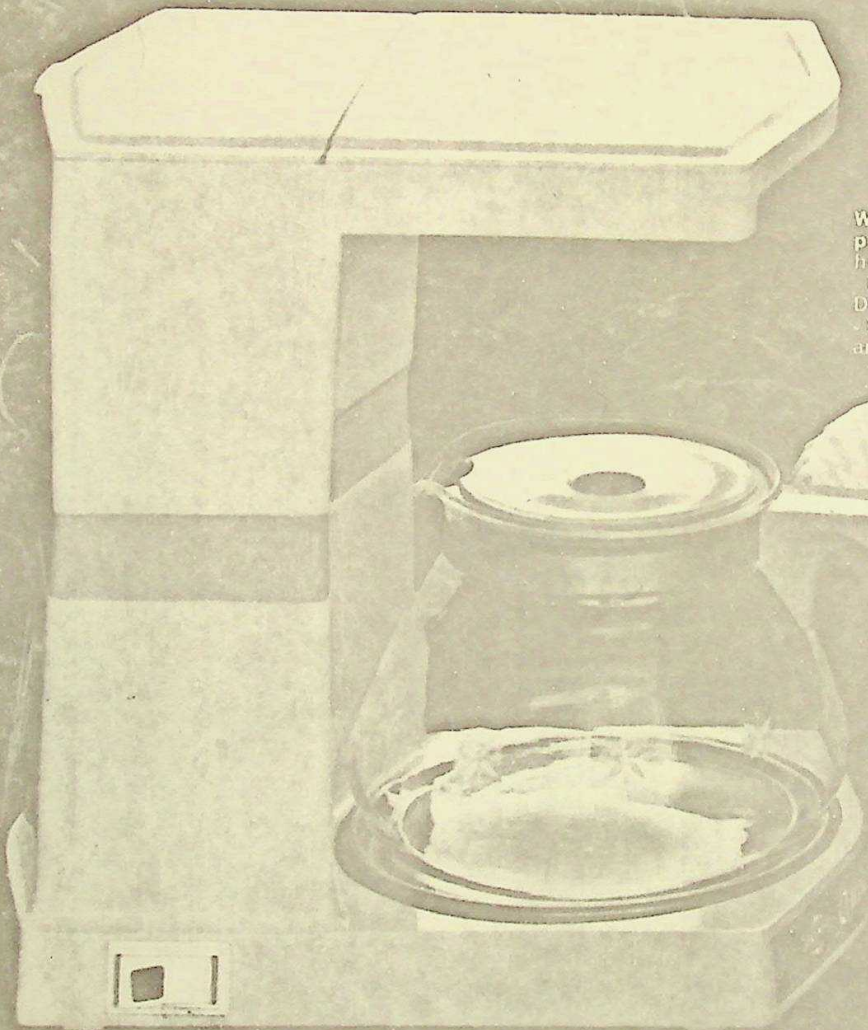
3. Touch of a finger starts the completely automatic brew cycle.



D7/~~62~~309

New! Flavo-Drip 8 full 5 oz. cup, European style cone filtration with paper filters. A West Bend exclusive! 5961

LOWER LEFT  
OF P.36



New! Quik-Drip Big Dripper 10 cup, permanent polyester filter, paper filter or both. A West Bend exclusive! 5970 White

West Bend Quik-Drip 100 pack paper filters give you an added high profit repeat business. 1933 for use with The Big Dripper and The Executive, 1938 for use with Flavo-Drip and Fast 'n Fresh.

New! Quik-Drip Big Dripper 10-cup offers double filtration system for really great coffee. A West Bend Exclusive! 5972 Harvest

MERCHANDISING WEEK P.36  
1-13-1975

# West Bend intro



D 7/62 309

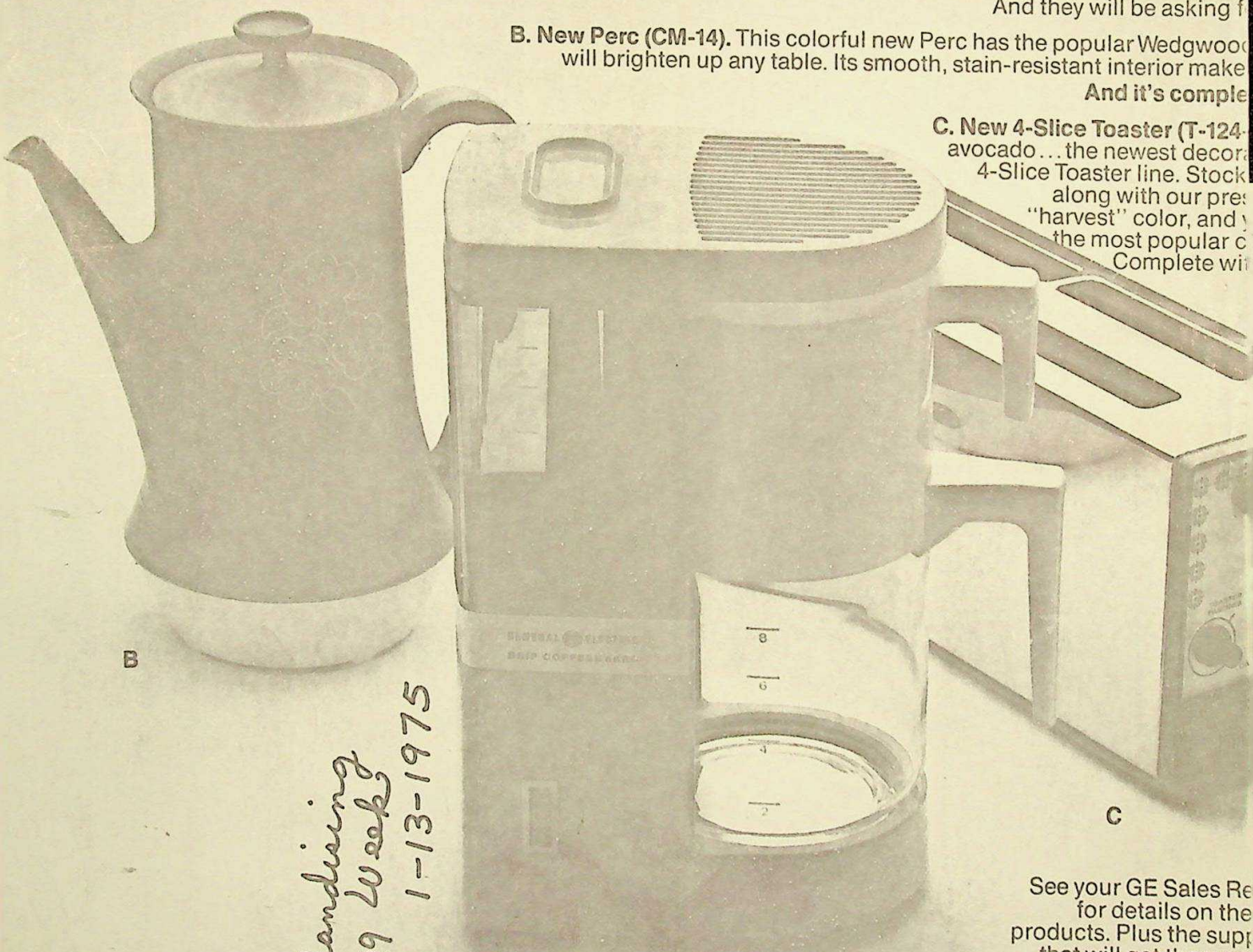
# GE means more business for

Bread-and-butter business...with the introduction of three new breakfast

A. Starring the New **Drip Coffeemaker (3383-001)**, GE's great new entry into the growing area of the coffeemaker market. It's everything coffee lovers want. And they will be asking for it.

B. New **Perc (CM-14)**. This colorful new Perc has the popular Wedgwood color. Its smooth, stain-resistant interior makes it easy to clean. And it's complete with a matching glass carafe.

C. New **4-Slice Toaster (T-124)**. The new avocado... the newest decorative color in the 4-Slice Toaster line. Stock it along with our present "harvest" color, and you'll have the most popular color combination. Complete with a matching glass carafe.



*Merchandising  
page 29 Week  
1-13-1975*

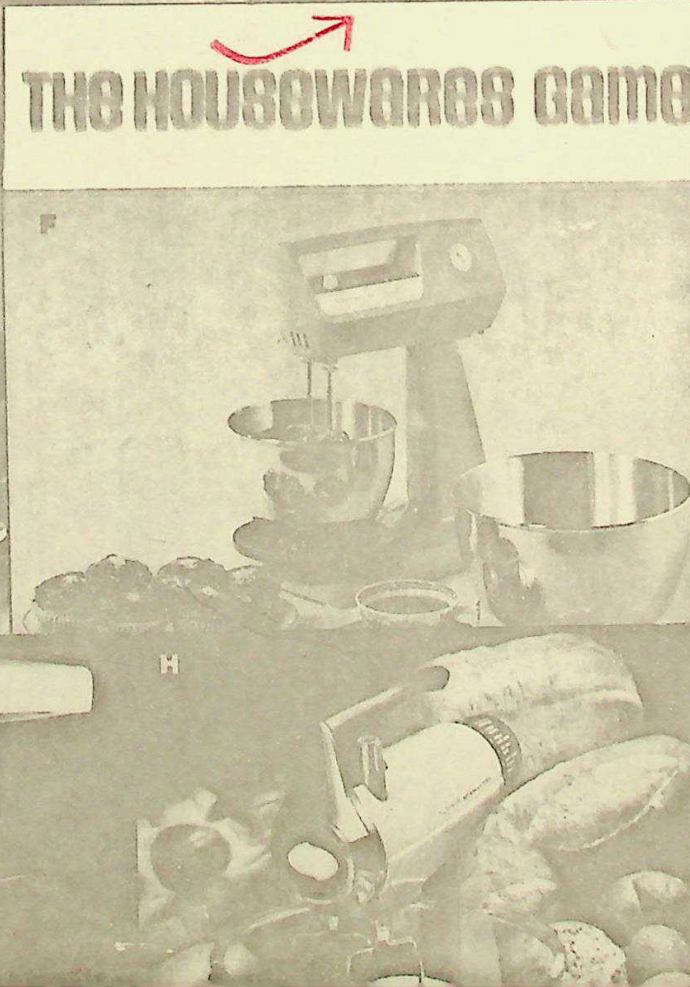
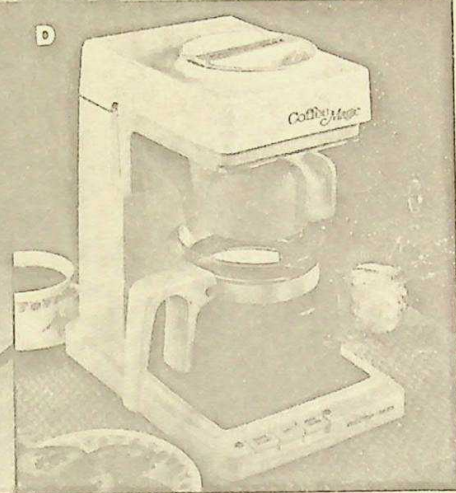
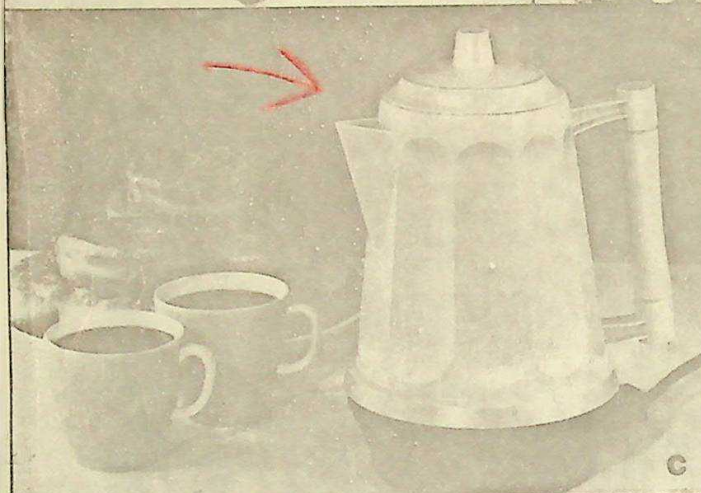
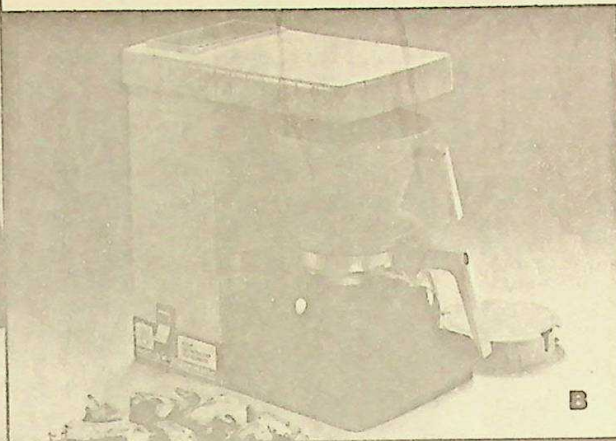
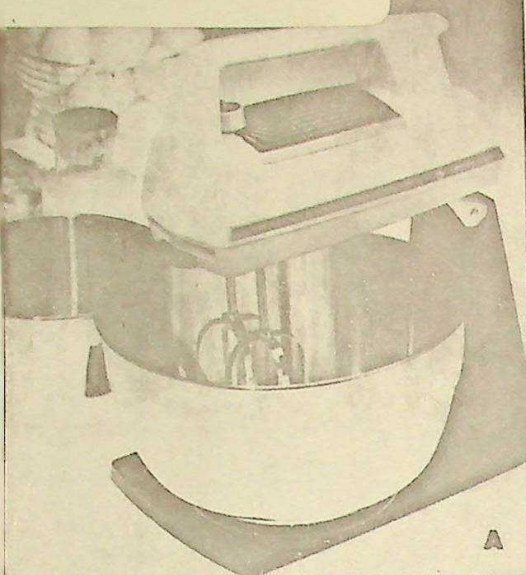
See your GE Sales Representative for details on the products. Plus the support that will get them a fast start in 1975. GE business.



D7/309

# KITCHEN ELECTRICS

1-13-1975 Merchandising Week P. 20



(A) General Electric adds a ve mixer to its fair-traded Univer colors, the Universal Deluxe has a fair trade price of \$41.9 (B) Rockline joins the automa with the introduction of Filter- unit brews from 2-8 cups of co. Suggested retail is \$44.95. (C) Mirro Aluminum Co. look celebration with the Circa '76 tor, styled in an early Colonia green or red, the unit has a st (D) Proctor-Silex premieres drip coffeemaker. The unit ha ing 10 cups of coffee in less th in brown and white (Mary I and white (Starflite-A002W) (E) Christina Lindsay, author book" prepares dips in Warb blender (54). The unit featur slide switch for instant on/off is \$39.95. (F) Hamilton Beach-Scovill mixer (34) featuring chrome ejector, detachable head for p stainless steel mixing bowls. avocado at \$53.95. (G) Van Wyck International advantage" and to prove it, i automatic drip coffeemaker (H) Sunbeam Appliance Co master Mixer (1-80) at full comes with dough hooks f finder dial and new woodton

## THE HOUSEWARES GAME

PLAY THE POST/1

In kitchen electrics it's new feemakers, slow cookers a the basic basics—irons, pe will bring in business for th icts pictured and listed in ing heavy promotion at M be among the sales winner

West Bend Co. adds the of automatic drip coffeema enclosed canopy basket su voir. Available in white v harvest gold with shaded

Two new slow-cookers a Bend. There is the 4-qt. u which has a silk-screened cocoa brown porcelain e book, the Home Maid wil new slow-cooker is a 2-



D7/62 309

## wares/electric housewares

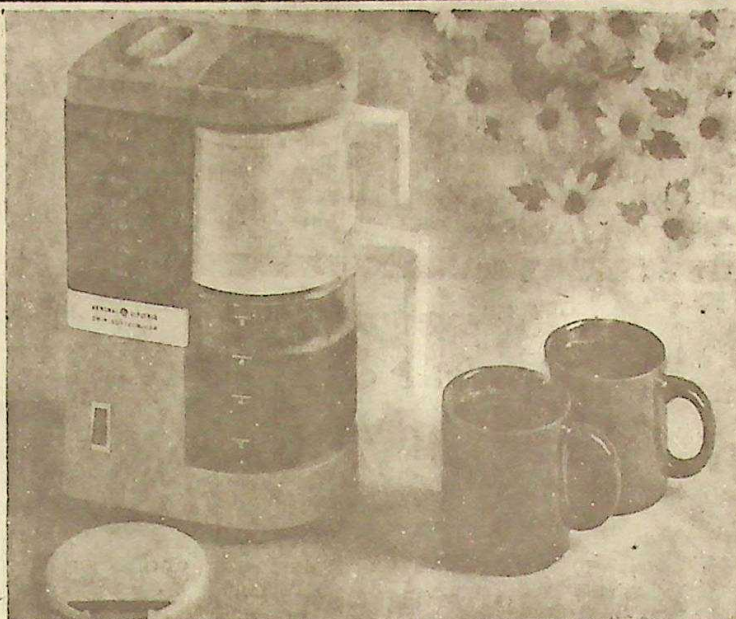
### Vac Sales Off In November

CLEVELAND — Sales of home-type electric vacuum cleaners for November were 589,126 units compared with November 1973 sales of 871,815, a decline of 32.4 per cent.

For the 11-month period, the decrease was 5.7 per cent, with unit sales totaling 8,015,850, compared with 8,499,769 for the previous year.

Home-type electric floor polisher sales were down 26.1 per cent for November, compared with last year. Total unit sales amounted to 49,168, compared with November 1973 unit sales of 66,548.

For the 11-month period, unit sales of floor polishers were down 14.8 per cent.



### Centennial!

and workmanship in the  
guishes every piece in  
nd flatware. Everything is  
ay boxes. It is our hope,  
ca well for many, many  
information on the whole  
a cause for celebration,

erns. American  
leback design in  
. To retail at \$16.95.  
waterized stainless  
ic lines.

ervice for six.



## show time

### GE Offering A Slim Drip Coffeemaker

BRIDGEPORT, Conn. — The General Electric Co. Housewares Business division is introducing another automatic drip coffeemaker, this one with a slim profile.

The unit features a space-saver base measuring 5 1/4 inches by 7 1/4 inches. The basket, carafe, cover and snap-on serving lid are immersible and the grounds are dumped out along with the disposable filter.

Styled in yellow and white, the coffeemaker comes with 30 disposable filters and brews two to eight 5-ounce cups. There is a keep-warm feature. Water is poured into a smoked plastic see-through container at the left of the unit.

Suggested retail is \$41.98.

GE reported it is still keeping its other drip, the DCM-1. That model has a \$36.98 suggested retail and is styled in beige and brown.

## Fireplaces Heat



D 7/62 309

December, 1974

MR. COFFEE™

## The Greatest Coffee Brewing System

It's the answer to a coffee lover's dream. A great-tasting cup of coffee in seconds. A whole decanter that will serve ten in only five minutes. And no more messy cleanup. What more could you ask for?

Mr. Coffee's exclusive ultra-speed process will brew your coffee better, faster and easier than ever before. And the specially designed Mr. Coffee Filter assures you of perfectly balanced flavor extraction so you get pure,

rich, full-bodied coffee every

Discover for yourself the R  
Brewing Experience. Mr. Coff  
hardware store nearest you.

Remember, only genuine M  
should be used to guarantee i  
coffee that only Mr. Coffee ca

MR. COFFEE™

NORTH AMERICAN SYSTEMS, INC.  
20515 Shaker Boulevard, Shaker Heights, Ohio 44122

House & GARDEN  
p. 50 DEC., 1974

\*Genuine Mr. Coffee Filters and Decanters.





07/59 309

December, 1974

ing  
out

Tank under hinged lid  
holds up to 10 oz.  
of tap water.

er lever  
u water  
t coffee,  
cocoa—  
ot drink.

HOUSE & GARDEN  
DEC. 1974  
p. 49

Signal light  
lets you know  
when water's ready.

ouch on Fast-Heat lever  
heats water bubbling  
in about 90 sec.  
Refills even faster.

ft for anybody  
ool dorm—  
nk fan anywhere.

beam Hot Shot  
rage Maker:  
or hot drinks  
you want them.

Integrity Backed by service

The  
House  
Gift

Sunbeam Appliance Company, a division of  
Sunbeam Corporation. © 1974, Sunbeam Corporation.  
© Sunbeam TM Hot Shot.



# THE NEW DRIP

17 HOME FURNISHINGS DAILY, MONDAY, JULY 15, 1974 Sec. II

D 7/62  
309



WORLDS LEADING  
FILTER COFFEE MAKERS  
SINCE 1908

page 17

MELITTA INC. CHERRY HILL, N.J.  
**BOOTHS 960-961**  
**HOUSEWARES SHOW**





A  
**COOK'S  
TOUR  
of  
SHREVEPORT**

GOURMET  
JUNE,  
1974  
p. 79

Enjoy a fantastic collection of 1,000 Southern and Creole prized family recipes, each taste-tested for accuracy over a two year period. \$4.00

Junior League of Shreveport, Inc.  
P. O. Box 5271  
Shreveport, Louisiana 71105

**COFFEE LOVER**

Enjoy the fabled flavor of coffee made the ancient Inca way. *Cold water brewed coffee concentrate!* Our *Incafé Brewing Carafe* turns one pound of coffee into 48 ounces of pure flavor. No oiliness, acidity, or bitterness. Mix with hot water in your cup—incredibly delicious! Handsome design. Only \$19.95 prepaid. Satisfaction guaranteed. Order today!



*Peter Miles*

INTERNATIONAL SHOPPER  
Dept. G-1 / 911 Walker / Houston, Texas 77002  
Here's my check for \$\_\_\_\_. Please rush my  
*Incafé Brewing Carafe*. Texas residents add \$1 tax.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_



no matter where she was, as soon as I arrived she came to sit on the chair beside me, moving only when another cat passed. This modest café served what was to my knowledge the finest coffee and croissants in Paris. The *café filtre* machine, operated by the proprietor who was at the same time barman, spewed black coffee steaming and delicious; if café au lait was ordered the hot milk came gushing forth at the same time. The large croissants crumbled in one's mouth. The owner, who acted as waiter in the morning, served as though he were hosting a party.

When I came in he greeted me with "*Bonjour, Madame*, how are you? Will you have two croissants or one?" Similar chivalry was displayed by his clients as well, for the most part artisans—carpenters and painters restoring the nearby mansions—who dropped by for a marc. One man bowed low each day as he entered, "Messieurs," and to me, "Madame," a special bow.

"*Il est lapin—un chasseur*" (errand boy), explained the proprietor.

The career of one of France's most amazing women, a dark horse who succeeded beyond all wild expectations, began very near the café, at 56, rue de Turenne, where it meets the Rue Villehardouin. On this corner in the seventeenth century lived the poet Scarron, witty, ugly, and infirm. His beautiful wife, Françoise, twenty-five years his junior, had married him at the age of

Of s  
Minor  
streets  
the top  
wife of  
mistress  
Mother  
ploy to  
disastro  
riage a  
other f  
to have

Anot  
who to  
Sens (n  
to Hen  
chant f  
between  
de Poi  
of two  
Henri  
becomi  
present  
Châtea  
ting fo  
was so  
years d  
and ch

In qu  
Delorme  
house  
grand  
includi  
Duke  
lady of  
the sce  
charms



D7-309  
AU 293

- 9 -

WEST GERMANY

MAY, 1974

2250191

#2,250,191

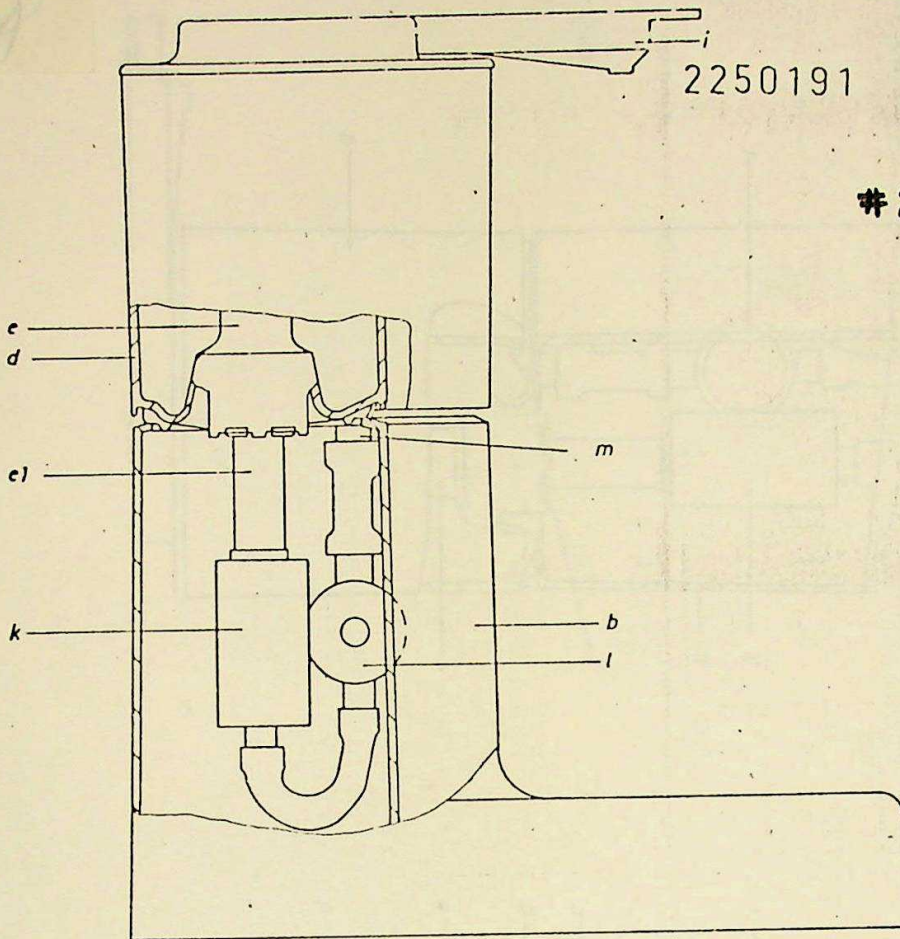


Fig. 1

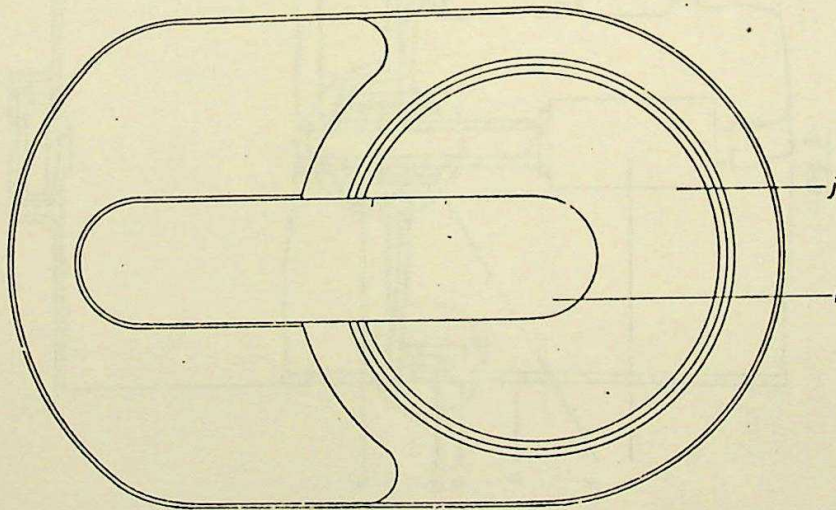


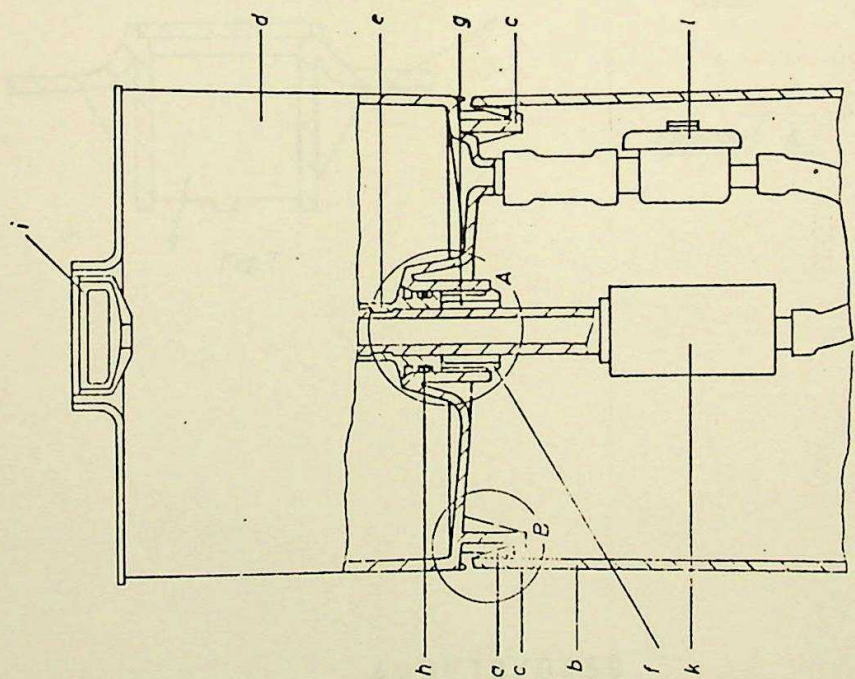
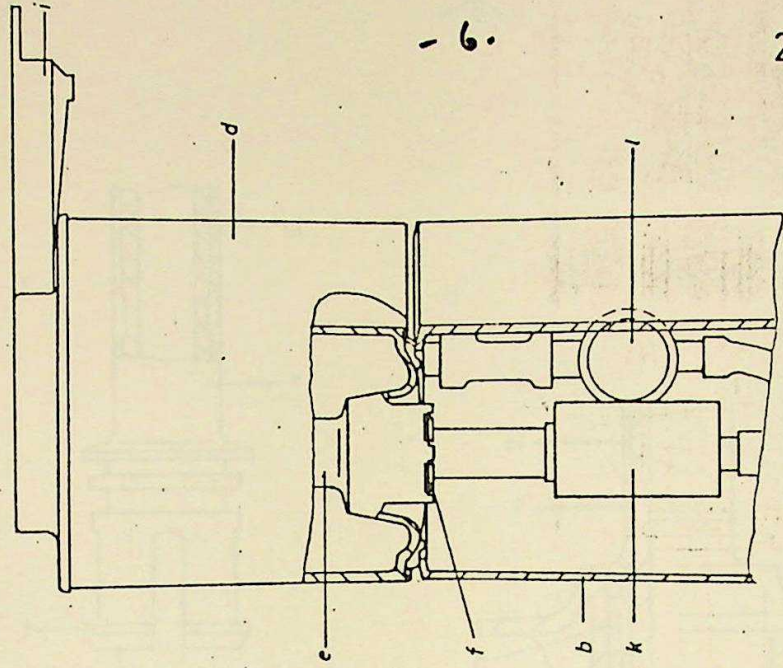
Fig. 2

409818/0459

34b 31-04 AT:13.10.72 OT:01.07 02.05.74

from 99-304







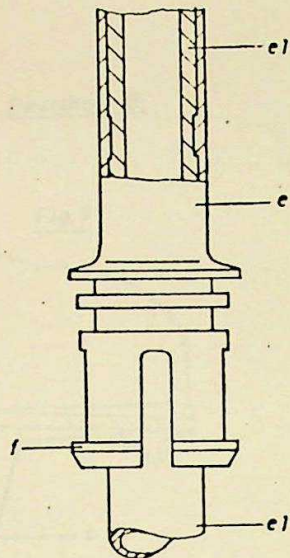


Fig. 6

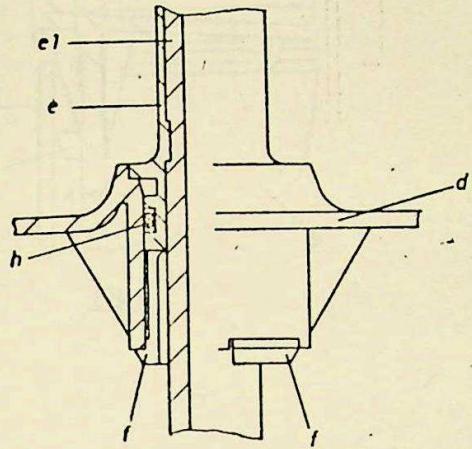


Fig. 5

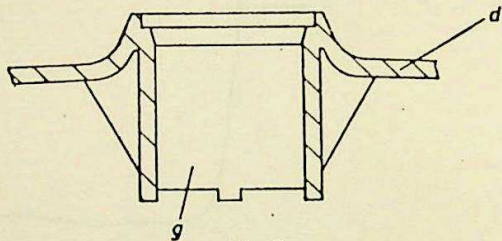


Fig. 7

Einzelheit A



Einzelheit B

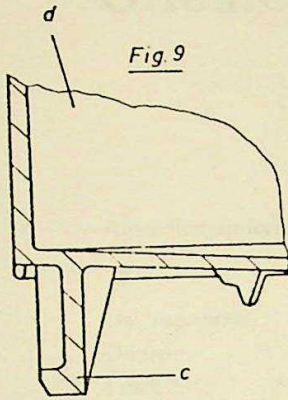


Fig. 9

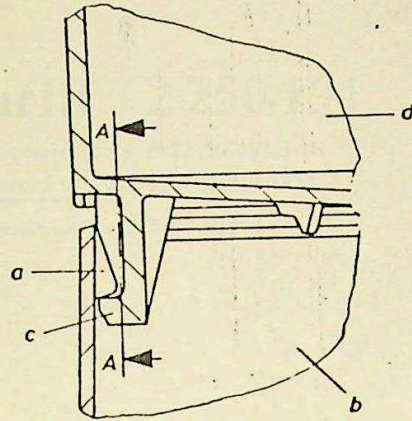


Fig. 8

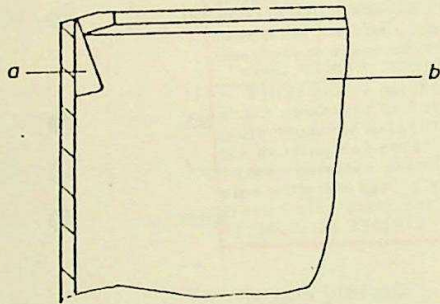
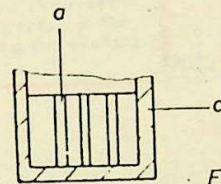


Fig. 10



Schnitt A - A

Fig. 11

409818/0459



51

Int. Cl.:

A 47 j, 31/04

5 - 1974

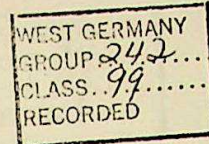
BUNDESREPUBLIK DEUTSCHLAND

DEUTSCHES PATENTAMT



52

Deutsche Kl.: 34 b, 31/04



10

11

21

22

43

# Offenlegungsschrift 2 250 191

Aktenzeichen: P 22 50 191.3-16

Anmeldetag: 13. Oktober 1972

Offenlegungstag: 2. Mai 1974

Ausstellungspriorität: —



30

Unionspriorität

42

Datum: —

43

Land: —

31

Aktenzeichen: —

54

C2935V/19  
WIDM-13.10.72  
WIGO GOTTLLOB WIDMANN & S  
Filter coffee machine - with exchangeable freshwater container and riser pipe made as a separate unit filament P28  
13.10.72-DT-250191 (02.05.74) A47j31/04  
Filter coffee machine for household use with the fresh water container and riser pipe formed as a machine insertable separate unit fitting through fixing ribs on the base of the housing and corresponding projections and the fresh water container permitting a snap connection. The riser pipe with it's spring attachment fits into the opening of the fresh water container with the O-ring providing the packing.  
13.10.72 as 250191.

61

Zu water container and riser pipe formed as a machine insertable separate unit fitting through fixing ribs on the base of the housing and corresponding projections and the fresh water container permitting a snap connection. The riser pipe with it's spring attachment fits into the opening of the fresh water container with the O-ring providing the packing.

62

Aus water container permitting a snap connection. The riser pipe with it's spring attachment fits into the opening of the fresh water container with the O-ring providing the packing.

71

Anf 13.10.72 as 250191. 220 Schwenningen

Vertreter gem. § 16 PatG: —

72

Als Erfinder benannt: Arbter, Erhard; Fischer, Kurt; Firnkorn, Helmut; 7220 Schwenningen

Prüfungsantrag gemäß § 28 b PatG ist gestellt

DT 2250 191

4.74 409 818/459

5.70



99/304

(51)

Int. Cl.:

A 47 j, 31/04

5 - 1974

0

BUNDESREPUBLIK DEUTSCHLAND

DEUTSCHES

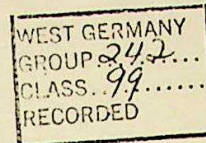


PATENTAMT

(52)

Deutsche Kl.:

34 b, 31/04



(10)

(11)

(21)

(22)

(43)

# Offenlegungsschrift 2 250 191

Aktenzeichen: P 22 50 191.3-16

Anmeldetag: 13. Oktober 1972

Offenlegungstag: 2. Mai 1974

Ausstellungspriorität: —

(30)

(32)

(33)

(31)

(54)

hinged at its lower edge to the container and, when flapped out, forms a ramp for the crop stack. The actuator has a cable attached to the container and to the flap. 14.8.74 as 106419. Div. ex 2140822. A01D 90/00. C2909V/19 BATTERIE-INSTITUTE V Implantable porous ceramic anchoring material - for joint prostheses mfd. by casting ceramics over porous frame removed after (partial) setting P32 31.08.72-DT-242867/02.05.74) A611/01

Beischwasserbehälter und Steigrohr

(61)

Zusatz zu: —

(62)

Ausscheidung aus: —

(71)

Anmelder: Wigo Gottlob Widmann & Söhne KG, 7220 Schwenningen

Vertreter gem. § 16 PatG: —

(72)

Als Erfinder benannt: Arbter, Erhard; Fischer, Kurt; Firnkorn, Helmut; 7220 Schwenningen

Prüfungsantrag gemäß § 28 b PatG ist gestellt

DT 2 250 191



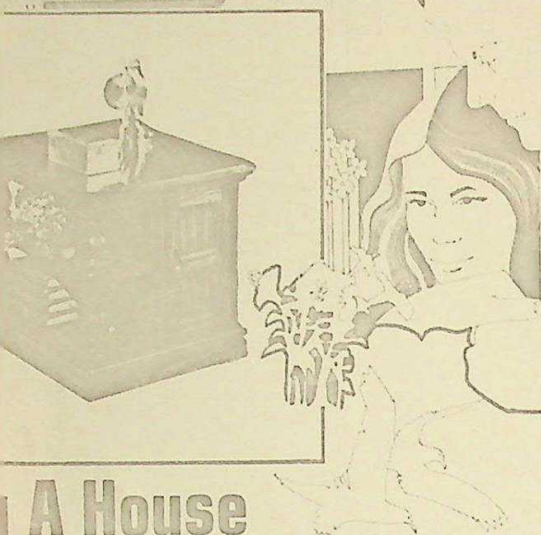
Filterkaffeemaschine mit steckbarem Frischwasserbehälter und Steigrohr

Gegenstand der Erfindung ist die Ausbildung und Befestigung des Frischwasserbehälters und des Steigrohrs in Verbindung mit dem Gehäuse einer Filterkaffeemaschine, insbesondere für den Haushalt. Bei den Kaffeemaschinen dieser Art läuft das Frischwasser aus dem Frischwasserbehälter über eine Steuerung zum Durchlauferhitzer. Die Steuerung besteht z.B. aus einer Membrandose mit Schalter zum Ein- und Ausschalten der Heizwicklung des Durchlauferhitzers. Das erhitzte Wasser steigt in dem Steigrohr zum Wasserüberlauf und läuft aus diesem in das mit Kaffeepulver gefüllte Filter und das Filtrat, der Kaffee, in den darunter angeordneten Kaffeekrug.

Erfindungsgemäß ist der Frischwasserbehälter und das Steigrohr je für sich oder als Einheit steckbar ausgebildet, indem Rastripfen a am Sockel b des Gehäuses und ansatzförmige Rastelemente c am Frischwasserbehälter d eine Schnappverbindung erlauben und das steckbare Steigrohr e mit seinem federnden Ansatz f in der Öffnung g des Frischwasserbehälters d einrasten kann, wobei ein O-Ring h die Abdichtung bewirkt.



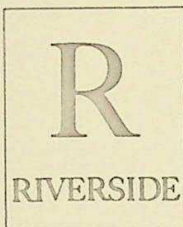
D 7/62 309



## A House e, It's Easy... with

our Riverside dealer will show  
rm, rich-grained woods...  
n exciting design, and quality  
can easily see... add a little  
racter to your home with  
Riverside... you'll like your  
uality.

e Corp., Ft. Smith, Arkansas  
m, Upholstery, Occasional Tables



ER HAD THE URGE TO CLOBBE  
RIC CAN OPENER,  
JUST THE TIME  
TO BASICS.  
ALITY, HAND  
WING-A-WAY  
AN OPENER.  
ALL THE  
YOU'LL  
OR WANT.



EXHIBIT OF PERFORMANCE DEFECTIVE  
★  
Good Housekeeping  
GUARANTEES  
REFUND OR REPLACEMENT TO CONSUMER

5-YEAR GUARANTEE OVER 10-MILLION IN USE

We're not against electric can openers  
because we make them too. But any  
alt is expensive to buy and sometimes to own,  
ng what they are today. And some electrics have  
ing temperamental and balky at inopportune  
What we're saying is that our easy-to-use, always-  
driven Portable Can Opener may be best for  
willing to invest some muscle (it takes very little),  
t Swing-A-Way will outperform and outlast any  
At one-fifth the cost and five-times the guarantee.  
ut it. It's your money.

HOUSE  
APRIL, 1974 BEAUTIFUL

38

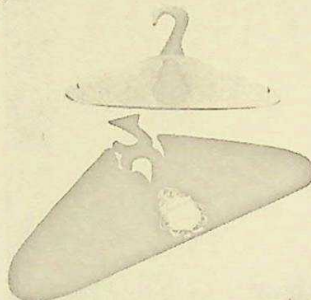
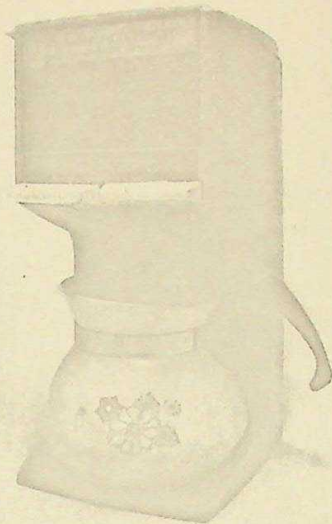


By MARY BOWDEN □  
Ultra-fast drink maker  
(right) dispenses two  
cups of hot water in  
under two minutes,  
makes instant coffee or  
broth or brews tea.  
Sunbeam "Hot Shot," \$18.

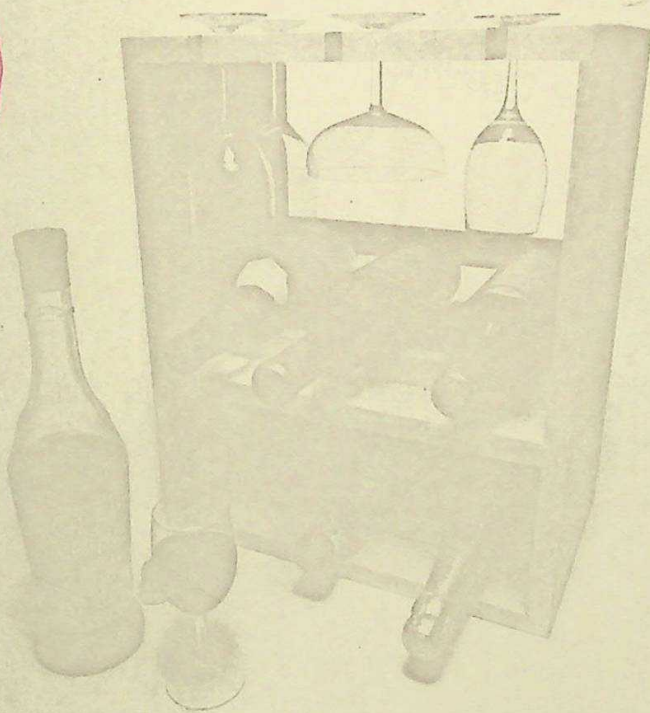
Shown with it, a three-  
cup pitcher, the Corning  
Ware "Hot Server," \$6.

Go-Go drip-dry clothes  
hanger in plastic (below)  
travels flat in suitcase.  
Two for \$2.50 postpaid.

International American,  
2801 Chillon Way, Laguna  
Beach, Calif. 92651.



Shadowbox wine rack (below)  
stores six bottles and six  
stemmed glasses. Wall-  
mounted, it's 11½ by 17½  
by 9¼ inches; in natural pine,  
\$20, or walnut stain, \$22.  
From Heath Ltd., 985 Howard  
St., San Francisco 94103.



Directory-and-file  
stand (left) can be  
used vertically or  
horizontally to hold  
loose-leaf folders,  
reference books and  
telephone books.  
Molded one-piece  
polystyrene in  
yellow, orange, blue.

PAUL JACOBSEN



Specialty of the house

x 7/62 309

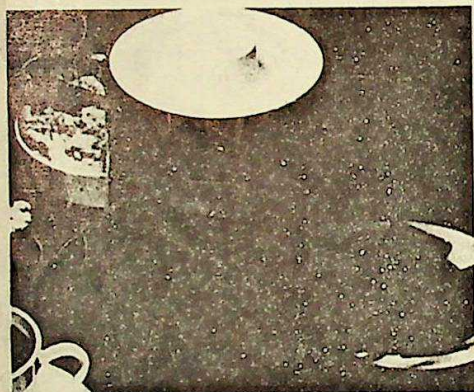
... Myriad devices for heating and serving coffee glut the market with look-alike products from various manufacturers which not only work in exactly the same way, but also appear to have been designed by the same man. In some cases, the resemblance is so close that the only variance lies in minor stylistic details ...

p. 58 SEPT., 1973

## INDUSTRIAL DESIGN



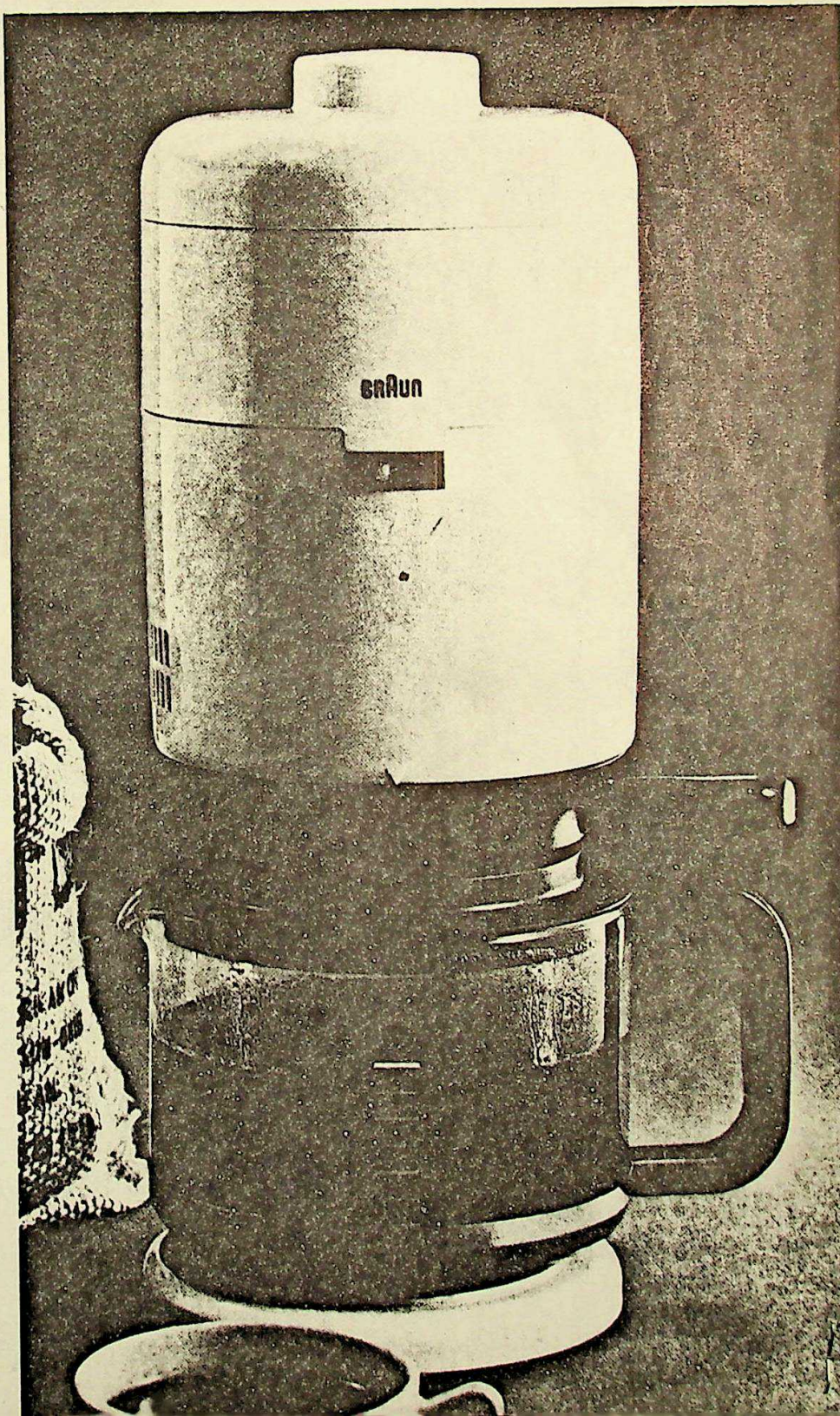
4



5



6





7/62  
309

# INDUSTRIAL DESIGN

P-59 SEPT., 1973

4 The Corning 8-cup see-through percolator automatically perks coffee in its glass bowl (which lifts out for easy cleaning) and has a thermostatic control to keep coffee at serving temperature. The cover locks on for safety and pouring ease.

5 The 12-cup Corning model percolator has the same features as the 8-cup model.

6 The Sunbeam glass automatic percolators have strength selectors to brew coffee to desired strength. The vessel is easily removed from its base for cleaning. Cup markings at the side are for easy measuring.

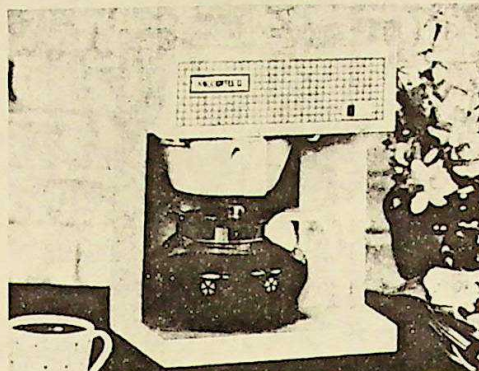
7 The Braun KF 20 Aromaster filter coffee system prepares and keeps warm 6 to 8 cups of drip coffee. After the drip coffee is placed in the filter basket, cold water is poured into the top reservoir. As it is heated the water is evenly dispersed down through the ground coffee. A warming tray is incorporated at the base. The unit operates on 110 v. a.c. current and comes in white, red, orange, or green.

8 Mr. Coffee II from North American Systems Inc. is an automatic home drip coffee brewer. It is a simplified, compact version of the larger Mr. Coffee. The unit operates with a single switch that controls both the warmer plate and brewing cycle. It makes up to 10 cups of coffee, each cup in less than 30 sec. Disposable filters are provided. The unit operates on 120 v. a.c. current.

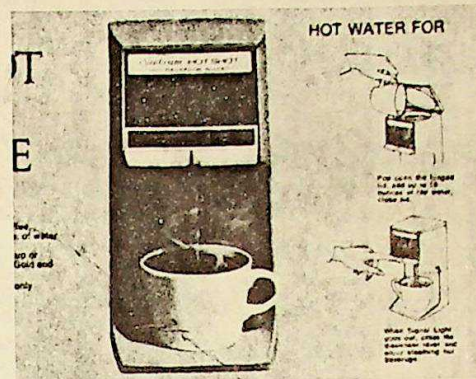
9 The Sunbeam Hot-Shot hot beverage maker delivers hot water for instant coffee, tea, soup, cocoa, and other hot drinks. The unit heats up to 10 oz. of water in about 90 sec. in its stainless steel tank. It has a cord storage compartment. Signal light goes out when water is heated.

10 The Sunbeam Clear-Brew drip coffeemaker brews 2 to 8 cups automatically in its water tank. The spout carries heated water to the filter basket. A metal plate at the base of the glass carafe keeps coffee at serving temperature.

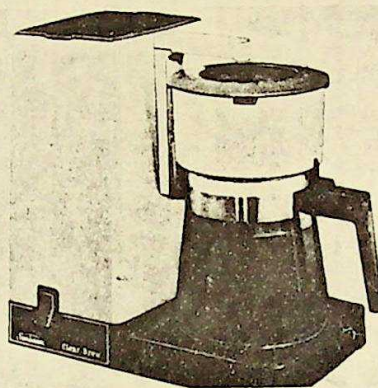
11,12 The West Bend QuikDrip 8-cup automatic drip coffeemaker operates in the same manner as the previous model described above. Gravity feeds water from the reservoir (A) to the internal tank heater (B). By activating the switch, water begins heating and is forced up the tube (C) and out the dripper spout (D). The water spreader (E) evenly distributes water over the coffee through the permanent polyester filter (F) and into the glass carafe (G). Warming plate (H) keeps coffee hot.



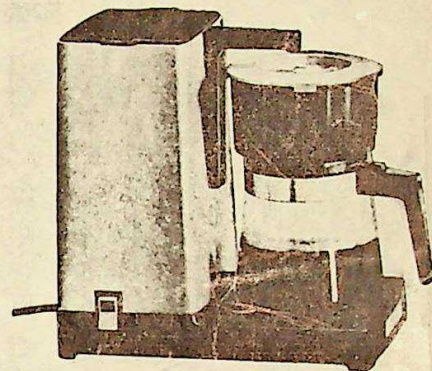
8



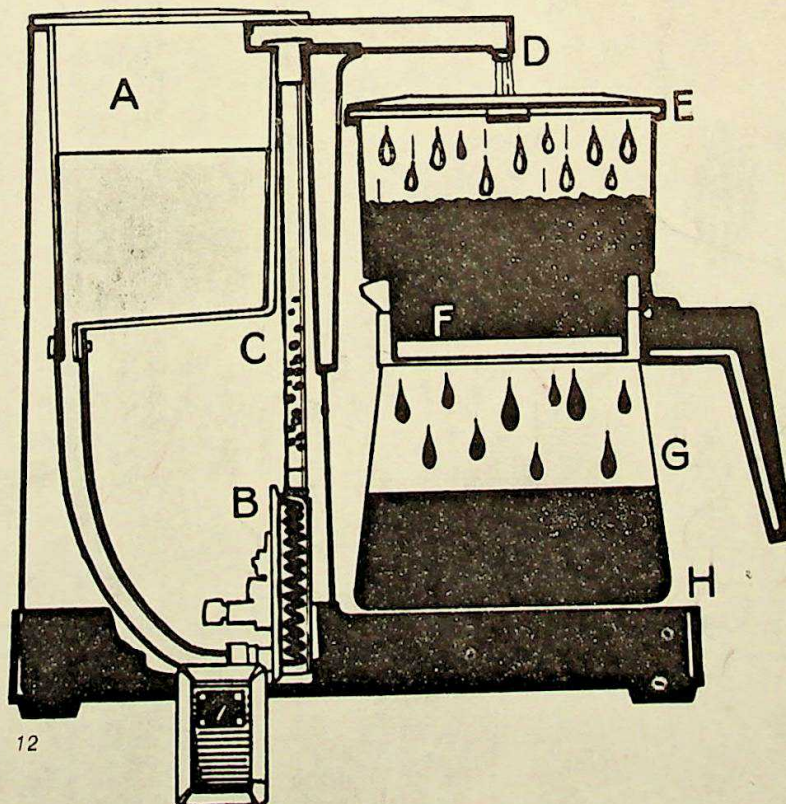
9



10



11



12



Right: The Benny Cheese Bell from Hadelands Glassverk, designed by Benny Motzfeldt, will be shown by David Washington

p. 62

Below: A beer glass from Orrefors. Boxed in pairs, the suggested retail price for the two is £3.88 in Britain. It will be exhibited by J Wuidart at the Somerset Hotel

JULY, 1973



TABLEWARE INTERNATIONAL



Above: A coffee percolator manufactured by Braun of West Germany will be displayed at Harrogate by Henning Glahn

Right: Storage jars and carafes from B Hillerup Jorgensen



D7/62  
309

HOME FURNISHINGS DAILY  
FRIDAY, MAY 14, 1971  
P. 13 SEC. I

## ing ace

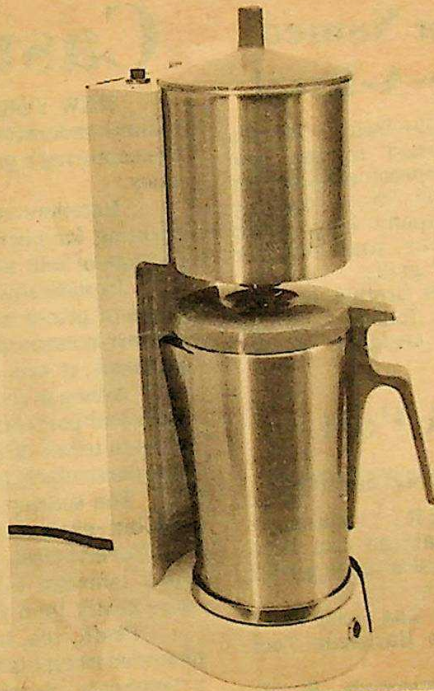
asized this  
ing. Their  
us in cof-  
s displayed

r, still use  
eystone of  
es mer-  
said to be a  
nney's cof-  
lso makes  
ompetitive  
Sunbeam  
Sears units,  
ime source  
for private  
pliers are  
Edison and

**A BRITISH FIRST:** A new wall-mounted coffeemaker from Kristian Kirk Electric, Ltd., London, makes ground or instant coffee and keeps it hot for several hours. It can also be used for making tea.

Designed to retail at about \$57.36, the machine is called the Kirk Automatic and is said to be the first wall-mounted coffeemaker available in the United Kingdom.

Designed in Denmark by Morten Bodker, the unit is available in light blue, midnight blue, orange and golden brown.



housewares

13

HOME FURNISHINGS DAILY, FRIDAY, MAY 14, 1971

Sec. I





### Three-minute coffee

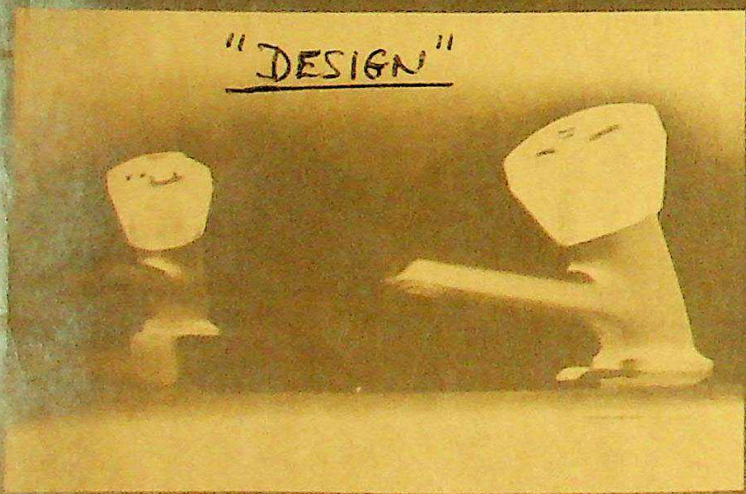
This automatic electric coffeemaker, based on the Melitta method, comes from Germany. The filter bag is put in the plastic top, finely ground coffee is added, the container is filled with cold water, and the machine turned on. After 20 seconds, boiling water flows from the container into the filter and three minutes later the coffee is ready to pour out. The machine is made of pale grey and white plastic and is fully insulated. The fireproof glass jug stands on a plate which is thermostatically controlled; the boiling water in the machine switches off automatically. The Melitta Coffeemaker MA 120 is imported by Rosenthal (Exports) Ltd, and costs £24 15s, complete with filter papers and a six-month guarantee. It measures 13 inches wide by 6 inches deep, by 12 inches high.

### Enlightened scheme

This rubber torch was designed for Ever Ready by Laurence Sparey under a scheme sponsored and financed by the company for post-graduate research projects at the University School of Engineering, Bristol. It has a deep-ribbed body, two control switches, and costs 14s 9d for the battery torch, 17s 8d for the battery one.



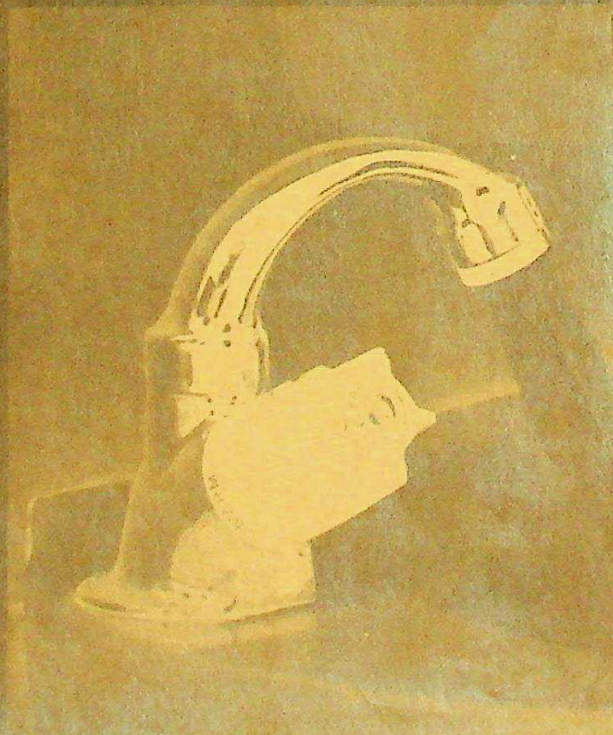
### "DESIGN"



### Progress in tap design

WJ's Opella taps, above, are the first all-elastic taps accepted by the British Waterworks Association for hot and cold water. In ICI's acetal

copolymer Kematal, they are white with coloured crossheads; testing has proved them trouble-free. The Unatap spray-mixing tap, right, by Walker Crosweller, is a new version incorporating inlet flow restrictors which make installation possible where pressures are over 100 lb.





D-71310

# United States Patent Office

Des. 198,703  
Patented July 21, 1964

198,703

## COFFEE MAKER

David Douglas, Manitowoc, Wis., assignor to East Wisconsin Trustee Company of Manitowoc, Manitowoc, Wis., a corporation of Wisconsin

Filed Nov. 18, 1963, Ser. No. 77,481

Term of patent 14 years

(Cl. D44—26)

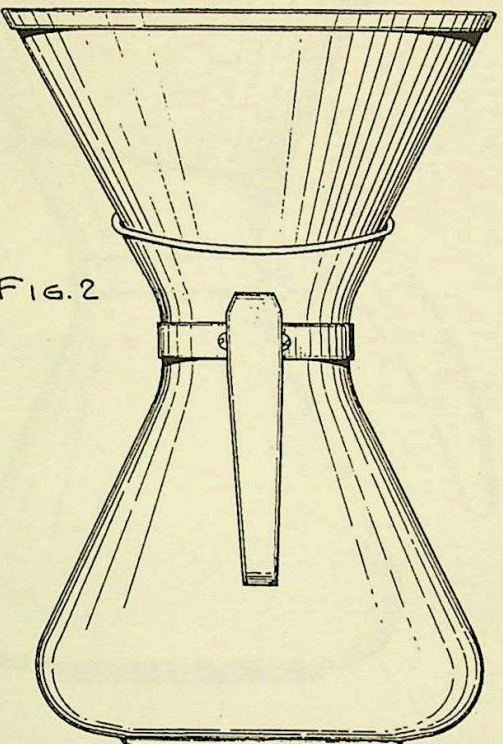


FIG. 2

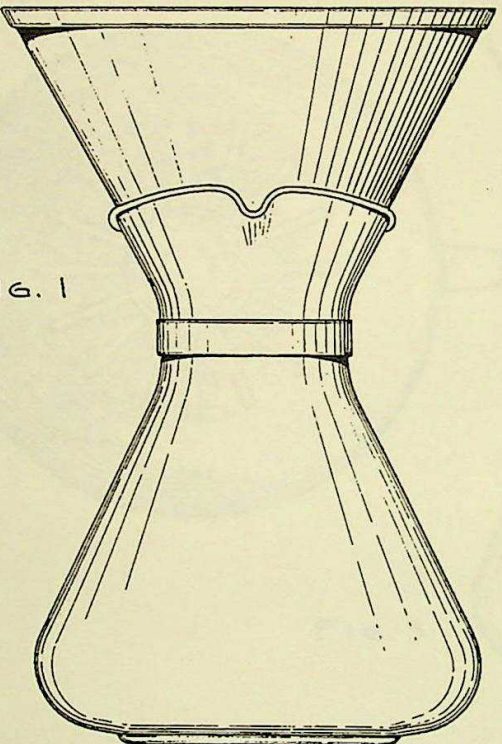


FIG. 1



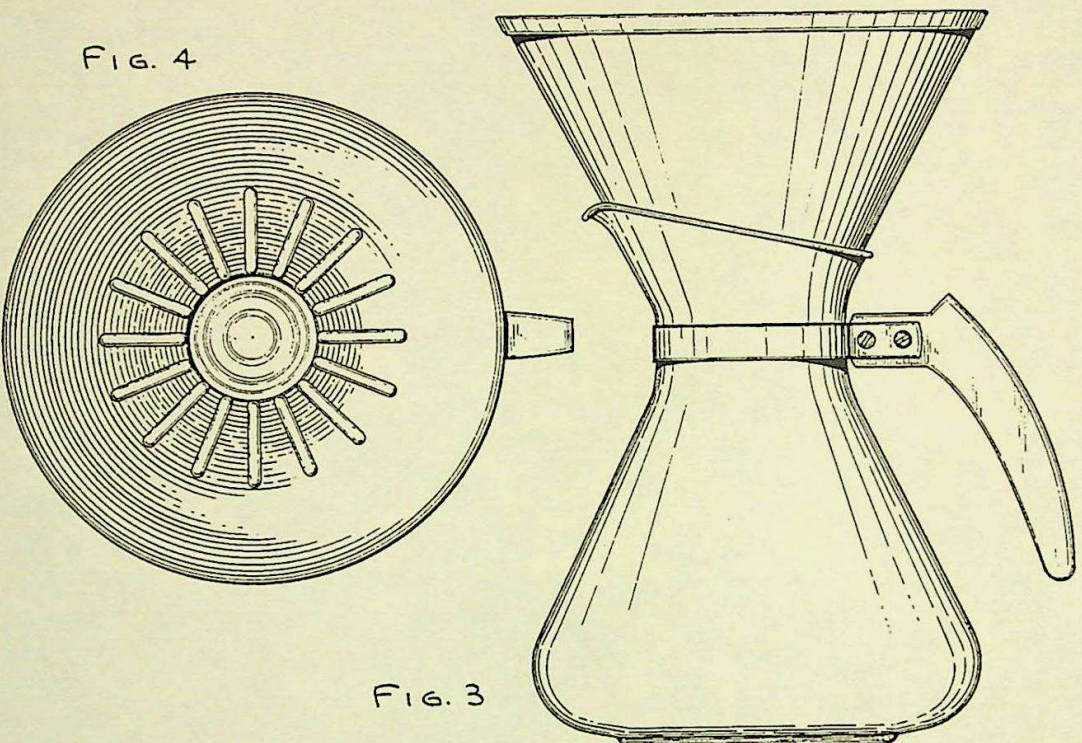


FIG. 1 is a front elevational view of a coffee maker showing my new design;

FIG. 2 is a rear elevational view;

FIG. 3 is a side elevational view; and

FIG. 4 is a top plan view.

I claim:

The ornamental design for a coffee maker, substantially as shown.

References Cited in the file of this patent

UNITED STATES PATENTS

D. 180,508	Curtis	June 25, 1957
D. 193,523	Douglas	Sept. 4, 1962
2,241,368	Schlumbohm	May 6, 1941

OTHER REFERENCES

Hardware Age, February 28, 1957, page 33, large illustration.  
Gift and Art Buyer, February 1961, page 35, large illustration.



D7/309

99-302-R

59

786401  
1 SHEET

COMPLETE SPECIFICATION  
This drawing is a reproduction of  
the Original on a reduced scale

GREAT BRITAIN  
# 786401

Fig. 1

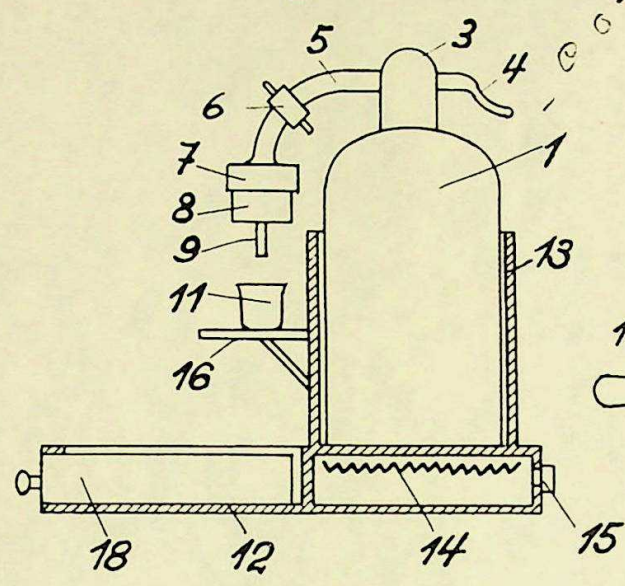


Fig. 2

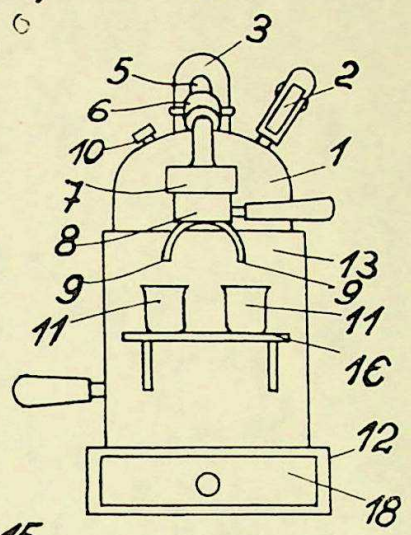


Fig. 3

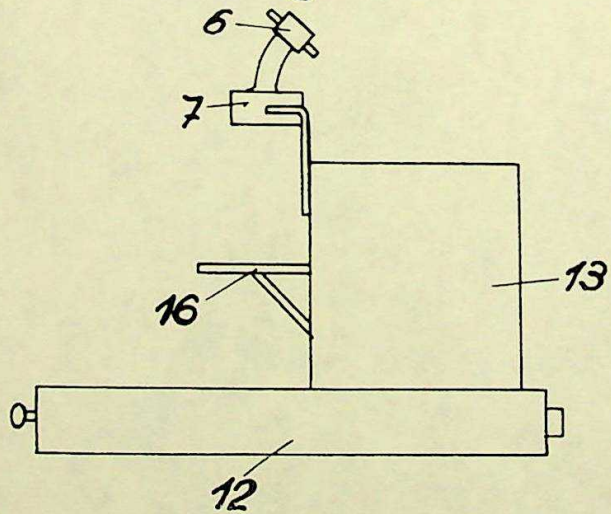
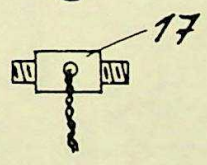


Fig. 4



from 99/302-R



# PATENT SPECIFICATION

786,401



Date of Application and filing Complete

Specification: Feb. 15, 1956.

No. 4707/56.

Application made in Austria on June 10, 1955.

Complete Specification Published: Nov. 20, 1957.

Index at acceptance:—Classes 14(1), F2(B:D); 39(3), H1J(1:2); and 129, B4.

International Classification:—A47j, B67d, H05b.

## COMPLETE SPECIFICATION

### Machine for the Preparation of Hot and Cold Beverages, more particularly Coffee

I, MAX LANGE, of Austrian Nationality, trading as ELWE-ELEKTRO-TECHNISCHE ERZEUGNISSE LANGE & CO., K.G., of 19, Defreggerstrasse, Innsbruck, Austria, do hereby declare the invention, for which I pray that a patent may be granted to me, and the method by which it is to be performed, to be particularly described in and by the following statement:—

10 • Previously known machines for the preparation of so-called creamy coffee do not satisfy the demands made on them by domestic and small business users with respect to ease of handling and low production costs combined with a sufficiently high capacity. The present invention is directed to an improved coffee or like machine which overcomes these disadvantages. The machine according to the invention for the preparation of hot and cold beverages comprises a closed container, for example, a syphon bottle, which is capable of being subjected to pressure and has an outlet provided with closure means, the bottle being provided with means known *per se* for the admission of a compressed gas for the generation of pressure, and a container for coffee powder or other substances being provided at its outlet. The water, which may be pre-heated and which flows out of the bottle when the syphon closure means is opened, is passed under the requisite pressure through the coffee powder or the like and provides the desired beverage. Any similar closed container capable of being subjected to pressure and provided with a closeable outlet, may be employed in substitution for the syphon bottle.

In addition to the preparation of coffee, the improved machine according to the invention may also be used for the preparation of other beverages such as tea, hot and cold lemonade, milk drinks and the like, the container connected to the outlet being filled with the appropriate substances.

[Price 3/6]

Machines are already known for the preparation of drinks from water and fruit juices containing carbon dioxide, but these are not formed as syphon bottles or similar containers and cannot be used in households or small businesses in consequence of the complicated nature of their construction, and the necessity for expert operation and the high production costs connected therewith.

In the accompanying drawing, the invention is shown as applied, by way of example, to one illustrative embodiment.

In the said drawing:—

Figs. 1 and 2 illustrate the machine in side and front views, and

Figs. 3 and 4 show two auxiliary appliances.

The device according to Figs. 1 and 2 essentially comprises a syphon bottle 1, use being made preferably of one of the conventional bottles sold for household or commercial use, in which a carbon dioxide cartridge 2 may be screwed.

Instead of the carbon dioxide cartridge it is also possible to use a cartridge containing another gas the use of which is permitted by the laws relating to foodstuffs, or a carbon dioxide bottle with a reducing valve may be used. The pressure generated by the cartridge is at first 8 to 10 atmospheres excess pressure and falls, after complete consumption of the contents of the bottle, to about 3 atmospheres excess pressure, thus completely replacing the function of the piston on piston-type espresso machines.

The head 3 of the syphon bottle may be screwed off and carries a hand lever 4 for actuating a valve, together with an outlet 5. To the latter is connected, by means of a cap nut 6, a scalding head 7, to which is detachably secured a bowl 8 provided with a handle and having one or more delivery tubes 9.

In use of the device, after the head has



been screwed off, is filled with boiling water, the head then being screwed fast again and the air or gas cartridge inserted. The bottle may also be filled with cold water and heated 5 on any desired heating means. As a safety measure, a safety valve 10 is provided.

Depression of the handle 4 opens the bottle valve. The internal pressure in the bottle forces the contents through the ascending tube to the outlet 5, so that it is passed 10 through the coffee powder in the bowl 8 and at once flows, creaming strongly, into cups 11 placed beneath the delivery tubes 9. The lever 4 is kept depressed until the 15 cups 11 are sufficiently filled, and after release of the lever 4, the small quantity of water remaining in the outlet 5 soon drains away, and the bowl 8 may be removed for re-filling.

20 In order to increase the stability of the bottle on a supporting surface, and for its protection, a stand 12 is provided with a cylindrical cover 13 for the accommodation of the bottle. The said cover may be provided with heat insulation, for example with 25 a felt jacket. A heating element 14 is arranged in the stand 12, connected to a wall socket 15. In order to keep the temperature constant, a thermostat may be built in. In 30 order to keep the contents of the bottle warm, a heating element of approximately 50 Watts will suffice. A bracket 16 is attached to the cover 13 upon which the cups to be filled are placed. In the embodiment shown in Fig. 3 the scalding head 7 is 35 permanently fixed to the cover 13, and a receptacle 18 is removably mounted in the stand 12, as shown in Figs. 1 and 2, to receive the final drips of water.

40 Fig. 4 shows an electric heating cartridge 17 having a longitudinal bore and screw-threads at both ends. It may be interposed between the outlet pipe 5 and the cap nut 6, thus serving as a throughflow heater and 45 making it possible to prepare hot drinks without the contents of the bottle having to

be heated.

The device is suitable, by reason of the fact that it is so easy to handle, not only for domestic or commercial use, but also for 50 use on journeys, excursions and the like.

What I claim is:—

1. A machine for the preparation of hot or cold beverages, in particular for coffee, characterised by a syphon bottle or similar 55 container with means known *per se* for the admission of a compressed gas for the generation of pressure in the bottle, a container for coffee powder or other substances being connected to the outlet of the bottle. 60

2. A machine according to Claim 1, wherein a scalding head is detachably connected to the outlet of the bottle, to which head is detachably secured a bowl provided with a handle, for containing the coffee powder or other substances. 65

3. A machine according to Claims 1 and 2, wherein a heating cartridge is disposed between the outlet of the bottle and the scalding head. 70

4. A machine according to Claims 1 and 2, wherein the bottle is surrounded by a cover, in the stand of which a heating device is disposed.

5. A machine according to Claim 4, 75 wherein the scalding head is secured to the cover of the bottle.

6. A machine according to Claim 4, wherein the cover of the bottle is provided with heat insulating means. 80

7. A machine according to Claim 4, wherein a bracket is secured to the cover of the bottle, such bracket serving to support the cups to be filled.

8. The improved coffee-making or like 85 machine, substantially as hereinabove described with reference to the accompanying drawing.

D. YOUNG & CO.,  
10, Staple Inn,  
London, W.C.1,  
Agents for the Applicant.